

Social Media & Search Engine Optimization *for Value Chain Development*

October 18, 2011 - Olds College, Olds, AB

October 26, 2011 - Faculty of Extension, Edmonton, AB

A Full Day Intensive Workshop + Follow Up

Sessions Run 8:30 - 4:30



Course Objectives

As you will learn from attending this session, “resistance is futile”. Business owners & managers are feeling the pressure to join communities online, often with very little understanding of where to begin. Compound that with a lack of understanding of the positive and negatives of social media and there is no doubt a stress that occurs.

This session has been developed to help you understand the fundamentals of how search engines work and how to leverage social media to build communities and promote your business. While most business owners do not immediately consider that they want to “get connections” online, your trainer will give you several compelling reasons to be present in social circles like Facebook and Twitter... if for no other reason than to monitor your business or industry’s reputation.

We have broken this full day seminar into 4 sessions. Each session will run approximately 1.5 hours.

Post Seminar Consultation Included

Seminar participants will be invited to participate in a post seminar consultation with David West, Senior Internet Consultant. Not only does this seminar bring you the necessary tools and information to get started with a strong online marketing plan, David will meet with your team via conference call and review your strategy, answer any questions you have and get you off to a good start.



CONTINUUS
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Your Trainer

David A. West

Senior Advisor & President,
CONTINUUS Internet Consulting
Inc.

David started working on the Internet in 1995 as a programmer and in 2004 started a full service agency. Since 2004, he’s been leading a team of creative professionals to help Canadian companies find real life success on the Internet (in other words, the kind that helps them to make more money).

David is now sharing the good, the bad, and the ugly of what he’s learned with Chambers of Commerce, trade associations, and other business groups across Canada.

David is a Professional Member of the Canadian Association of Professional Speakers.

Morning Sessions

Session 1 -

Why we need to have a search optimization and social media strategy.

The impact a social media strategy can have on a business.

Online business reputation monitoring, management and response.

{10 min. break}

Session 2 -

An overview of Social Media Tools - Facebook, LinkedIn, Twitter and YouTube.

Leveraging social sites to build communities, engage, respond and find new clients.

Social Media as a customer service venue.

Issues with Social Media as a marketing and service medium.

Which 'tool' is the right 'tool' and when to use it.

{40 min. break}

Afternoon Sessions

Session 3 -

The power of business blogging. Why you need to create content.

How to create great content.

How to leverage a blog to achieve better results in search engines.

{10 min. break}

Session 4 -

Setting up and managing your social accounts, including some 'automation' using Hootsuite.

How much time is dedicated to a social strategy?

Managing cost. Options to outsource.

Best time to be active on Social Networks.

Mobile applications to assist with your social strategies.

Socializing your existing marketing in order to build a stronger community.

Social Media analytics, measurement of success with socialization.

Google analytics.

Raven Reports.

Good old fashioned counting.



~~\$297~~
**Value
for \$75**

This same seminar is normally sold to the public for \$297.00 but is available at a reduced rate through support from Growing Forward, a federal-provincial-territorial initiative.

4 Easy Ways to Register

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1-403-556-4705
Visa / MasterCard Only

PHONE

403-556-4677 or
1-800-661-6537 x 4677

E-MAIL

coned@oldscollege.ca

MAIL

Complete form and address to:

Olds College
Continuing Education
Registrar's Office
4500 - 50 Street
Olds, Alberta T4H 1R6

Sign Up Today!

Choose the Event Date & Location

- October 18, 2011 - Olds College, Olds AB
 October 26, 2011 - Faculty of Extension, Enterprise Square,
Edmonton AB

Personal Information

Company Name: _____

First Name: _____

Last Name: _____

Email Address: _____

Contact Details

Your Phone No.: _____

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Additional Registration (up to 2 people per company)

Company Name: _____

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Payment Method - \$75.00 per Registrant

Cheque (enclosed) Visa MasterCard

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