

# Free Advertising?

Learn how to market your business using social media

## Social Media What's all the fuss?

June 12th • 8am-10am • \$25

The Internet and "Social Media" platforms like Facebook, Twitter, and LinkedIn have exploded in popularity in the last 2 years. How will these new on-line communities impact your business? This class will cover the Who, What and Why of these online communities from the perspective of the business owner/marketer. If you're wondering what all this means for your business, this class is for you. Instructor: Marcus Blankenship

## Social Media How do I start?

June 19th • 8am-9:30am • \$25

Before you jump in and begin promoting your company using Social Media tools, what should you consider? How do traditional business decisions translate to the electronic arena? This class will cover the ins and outs of getting started, creating Social Media business goals and how to measure your success. Instructor: Marcus Blankenship

## Social Media - What's next?

June 26th • 8am-9:30am • \$25

You've got things setup, making friends and fans. But what's next? This class offers practical advice about how to manage and refine your Social Media execution. Also, how does your current website fit into your Social Media strategy? Instructor: Marcus Blankenship

## Social Media Series

June 12th - June 26th • \$60

The Internet and "Social Media" platforms like Facebook, Twitter, and LinkedIn have exploded in popularity at over 1/4 billion users. How will these new on-line communities impact your business? This series of courses will cover the Who, What, and Why of these online communities from the perspective of the business owner/marketer. These courses will cover the ins and outs of getting started, creating Social Media business goals and how to measure your success. Instructor: Marcus Blankenship



Myspace

Facebook

Twitter

etc...



Klamath Community College



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