

Breakout Session Details

Breakout Sessions



| Session # | Choose 1 workshop from each session | | |
|----------------------|--|---|---|
| | Room 1 | Room 2 | Room 3 |
| 1 9:00 AM |  Social Media Marketing Campaigns |  Search Engine Optimization (SEO) |  Pinterest 101 |
| 2 10:00 AM |  Create Email Marketing that Rocks! |  Microsoft Web Tools |  MarketMeSuite Demo |
| 3 11:00 AM |  Get Your Business on Google Places |  Introduction to WordPress |  YouTube - Video Marketing Success Secrets |

Please note presentation titles, rooms and presenters are subject to change

Breakout Session Details:

Social Media Marketing Campaigns

Engaging your audience (customers, influencers, fans, subscribers etc.) through a well-planned campaign, using Email Marketing and Social Media, can help your business or non-profit grow. We will discuss ideas for online marketing campaigns and tactics for measuring success without spending a lot of time or money.

Creating Emails that Rock (Using Constant Contact)

Learn best practices in Email Marketing while we show you how to create a Social Media-friendly email –live! Leave this class ready to create professional-looking email communications that will get real results!

MarketMeSuite

In their own small businesses, the founders of MarketMeSuite needed a better way to find quality conversations, influencers, and convert followers into paying customers on social media. So they built a customized all-in-one tool using the familiar feel of Inboxes from email to help manage your social media. MarketMeSuite gives customers the tools they need to Organize, Prioritize, Engage and Grow on social media!

Search Engine Optimization (SEO)

Tips, Techniques & Tools for Small Business Owners. Are prospective customers finding you on the web? Search engine optimization is a critical element of your online marketing strategy. When your potential customers are utilizing major search engines like Google, Yahoo or Bing, ensure they will find you and be able to link to your website or blog.

Microsoft Web Tools

This session is presented by Bill Hole, of The Hole Group, 2012 Microsoft Partner of the Year Finalist and will cover how to obtain your own domain name (.com, .net, .org, etc.) and how to send email using your own domain email address (you@yourbusiness.com) plus many other web tools offered by Microsoft.

Introduction to WordPress

This session explains the basics of getting started with WordPress and demonstrate how to manage and maintain a blog or website. Plus, you'll walk away knowing the latest and greatest tools designed to save you time and money. WordPress is Easy to Use, Maintain and Administer. We'll cover: How to Create Pages & Posts in Minutes; How to Add New Content Quickly & Easily with the User-friendly Interface: CMS (Content Management System)

Pinterest 101

Should your business be on Pinterest? If your customers are using Pinterest you should of course be using it! Pinterest can drive traffic and sales not to mention engagement. Connect with your customers on a big, beautiful, bulletin board... share ideas, trends, and even your products or services. Learn how to start your business Pinterest page, best practices and good pinterest etiquette! Get inspired by some really big brands that are doing Pinterest right and learn how you can make great Pinterest boards your customers will want to re-pin and follow!

Get Your Business on Google Places

Google Business Photos utilizes Google Street View technology to give customers an idea of the layout, décor, and ambience of your business. You are no longer limited to Santa Clarita because this high-quality, 360-degree, interactive tour can be found on Google Search results,

Google Maps, and Google+ Local. For your convenience, you can also embed the tour on your own website and social media. These Photos are ideal for all businesses, but they are especially recommended for restaurants, retail shops, gyms, and salons. Seasonal shoots can also be done to keep customers up to date on what's new with your business. Concerned about privacy? Don't worry, all images are reviewed to ensure they meet Google's quality and privacy standards. Learn methods to use your Google Business photos as a strong search engine optimization (SEO) tool.

YouTube - Video Marketing Success Secrets

As video becomes one of the hottest trends in online marketing, the emphasis is on both the highly produced video a professional can create for a business, AND the quantity of DIY videos that the same company can produce for their web library. We'll share with you exciting and easily repeatable DIY video tips that you can use to create, testimonials, how to, or many other types of videos, right from your smart phone.