

Online Marketing Tools for Small Businesses

* Free One-Hour Morning Workshops at the Library *

Social Media Marketing 101 for Small Business

Wednesday, September 15th - 8 a.m. (1 hour)

Facebook, Twitter & More. Are you wondering how social media and other "inbound" marketing efforts can help your business? Logging on is the easy part. What you do once you're online is what really matters. We'll be talking about how social media relates to your overall business strategy.

**Lead
Generation
2010**

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Optimizing LinkedIn for Local Business Networking

Wednesday, October 20th - 8 a.m. (1 hour)

Yesterday's "job board" is now an increasingly popular online branding and networking business tool. Learn how to leverage LinkedIn to support your business goals. Topics include how to optimize your profile and grow your LinkedIn contact base.



Workshop Presenter:

Robin Fox, Social Media & Inbound Marketing Coach

A former Corporate 750 client manager and journalist, Lafayette-based

Robin Fox is a Certified Social Media Coach and Inbound Marketing

Specialist who helps clients achieve their business goals.

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All workshops start at 8 a.m.

* Arts & Science Classroom *

Lafayette Library and Learning Center

3491 Mt. Diablo Blvd, Lafayette

(Enter from Plaza, off First Street)

Limited Seating • Reservations Recommended
Reserve your seat: workshops@lafayettechamber.org
Other Questions? Email or call (925) 284-7404

