



## **Social Media Marketing (including SEO and SEM) See the Whole Picture!**

**LaMich Productions  
and Blackstone Valley Chamber of Commerce**

**Social Media Marketing has been a very hot topic in 2009. Search Engine Optimization and Search Engine Marketing have been less talked about but are still so important. Learn how these three marketing techniques; SEO, SEM and SMM, have become intertwined.**

### ***Social Media Marketing (SMM)***

Utilizing Facebook, Twitter, LinkedIn, YouTube....to your advantage. Our 4 week course will detail how to create mechanisms and what you need to do, and not do, to grow a true fan base and audience who wants to hear your marketing message. The main focus will be on Facebook and will include a true case study where we grew a Fan Page to 1000 fans in 30 days with great interactivity and bottom-line success. Learn how to:

- Set up a complex Facebook Ad campaign
- Add a coupon to your Facebook Business Page
- Gain Fans both organically and through marketing
- Tie it all together with SEO and SEM
- Measure the effectiveness of the campaign

### ***Search Engine Optimization (SEO)***

Increase the traffic to your website by achieving better search engine rankings. Our world has changed and how to optimize your web collateral for best search engine rankings have also changed. It's important to grasp that the future of search engines will be, not as website ranking vehicles, but as multimedia ranking portals. YouTube and Facebook are currently the most important web properties in the world, and they impact how we need to optimize for better rankings. Here are just a few topics we'll touch upon during our course. Learn:

- Why you need 2 site maps on your web site
- Why landing pages are important to your keyword strategy
- How to prepare and properly send out a Press Release for full impact
- How to optimize video, audio and other non-indexable objects
- What keywords you should be optimizing with and where they should be
- The latest linking strategies? Backlinking, Reciprocal, Quantity and Quality

### ***Search Engine Marketing (SEM)***

Market your website for better search results. SEM isn't just for websites anymore. Businesses often have multiple presences with their websites, Facebook pages, Twitter accounts and YouTube channels. They need to be optimized as a unit as much as possible.

- Using Google Adwords, we'll find great keywords, and negative keywords and learn how to create and run ads
- We'll explore Google Analytics, Webalizer and creating website statistic trendlines.
- What keywords will give you the best indexing value and the most bang for the buck
- What local, and national, portals you need to be listed on - there are many free directories and portals
- How to use aggregators to pull in relevant feeds about you, your industry and your competitors

**SMM (including some SEO and SEM) - learning to see the whole picture!**

**When: Wednesdays, February 17, 24 and March 3, 10 - 8:00a.m. - 10:00a.m.**

**Where: Blackstone Valley Chamber of Commerce,  
110 Church Street, Whitinsville**

**Cost: SMM (4 classes) \$120**

**Register on-line at [www.blackstonevalley.org](http://www.blackstonevalley.org) or call 508-234-9090**

