

How to Develop a Successful Social Media Strategy

September 13, 2011

7:30 - 8:00 AM Check-In

8:00 - 10:15 AM Seminar

Arbor Academy of Risk Management

Lehigh Country Club
2319 Cedar Crest Blvd
Allentown, PA 18103

Presented by

Monika Baraket

Marketing Consultant
& Social Media Marketing Strategist
Owner, Accelerate Business Resources
Allentown, PA

To Register

Please RSVP by
September 2, 2011
by visiting our website at
www.ArborIG.com
under *Arbor Events*
or contact

Catherine DeBoeser
Phone: 610-437-3340 x 228
E-mail: cdeboeser@arborig.com

**Seminar
is FREE
for
Hire Vision Clients**

hireVision



Arbor Insurance Group

Academy of Risk Management

Have you been involved with social media for awhile, but have no clear plan? Feeling a little unsure about where to start? ***Don't worry—you're not alone.*** If you want to achieve greater results for your business, you need to have the right plan.

In part 1 of our 3 part social media seminar series, you will learn simple steps to building your own successful social media strategy.

- A comprehensive roadmap for developing a strong social media strategy with clear organizational alignment.
- How to determine which social media sites are best for your business and tips on how to get started.
- How to maximize your social media exposure for lead capture.
- Social media engagement: Simple strategies for building a loyal fan base.
- 5 ways to measure social media marketing success- a roadmap to answering the ROI question.
- 3 social media case studies worth close examination-examples of how other businesses are using social media.