



Social Media

Optimization Workshop

February 20th, 2009

AGENDA: Social Media Unleashed

Friday, February 20th, 2009

8:30 -9:00	Welcome & coffee
9:00	<p>Introduction – How Social Media is Changing the Way You do Business Discover who is using social media and why it should be on your radar.</p> <p>🚧Google War: The Battle of Universal Search Results Learn the essence of Search Engine Optimization, and the value of having your website found at the top of the search engines. Google is changing the rules of search – are YOU ready? Why Google loves video and how it can increase traffic and conversions. Learn how video can change your business.</p>
10:45 – 11:00	BREAK
12:30 – 2:00pm	<p>🚧SEO and Social Media How you can use the power of social media techniques to increase your SEO positions. Imagine having your site indexed within minutes and syndicated across the web through thousands of websites. With traditional SEO, you could get a top listing, with the power of social media, you can now also get the 2nd, 3rd and even 4th and 5th listing. Learn why social media is not just a ‘buzz’ word but how they can increase your online visibility and profits.</p>
3:30 – 3:45	BREAK
5:30pm Close	<p>🚧Finalizing Your Internet Marketing Strategy Putting it all together with an effective Internet Marketing Strategy. Identify areas where your business can outsource or build talent internally.</p>