



Electronic and Social Media Marketing

Facebook, Twitter, LinkedIn, Blogs, Hard Working Website, E-blast, Website Analytics...



Presented by:



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Small Business Development Center
Lehigh University

Helping businesses start, grow, and prosper.

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Dates/Time/Cost- October 6 & 20, 2010 *Registration - 6:00 p.m. *Class Time - 6:30 - 9:00

*Cost:\$75 per person (**This is a two part series**) *Location - Lehigh University, Rauch Business Center
(address, phone number, and web link for directions at top of this page)

This class fills quickly, register early!

Marketing in today's electronic era has made a quantum shift. Consumer information consumption habits have dramatically changed. A myriad of opportunities – and challenges – abound. At a minimum, small business owners need to understand the basics and embrace new technology-driven methods and channels of communicating with their customers and about their business.

This two-part series builds on the basic marketing principles taught in the Marketing 101 class. Both sessions are designed to give participants several actionable “walk away” things they can do, while providing a primer on the most important electronic and social media tactics, strategies and channels.

SESSION I

- How and why Digital and Social Media needs to fit into your overall marketing picture
- Your Website is Your Digital Hub
- 10 website do's and don't's
- Blogging
- Search Engine Marketing
- Email Marketing
- Integration

SESSION II

- Social Media Marketing - the basics - who, what, when, where, how to/how not to and why
- Why you don't own your brand anymore
- Web & Social Media Analytics - you cannot manage what you do not measure
- How to use Google Analytics to improve your marketing

Speakers

Andrew Stanten, president and co-founder of Altitude Marketing, an integrated marketing firm.

Andrew possesses an innate ability to process, organize and summarize massive volumes of client and market information and turn it into actionable, strategic thinking.

This enables Team Altitude to get smart about a company very quickly—and to develop winning, integrated approaches that vault clients into a position of prominence and strength.

Having been on the purchasing side of marketing agency services for nearly 15 years, Andrew's vision for Altitude was born of hard-won experience. He knew a different kind of agency was needed—a firm that takes a holistic and integrated approach towards promoting its clients, while consistently over-delivering on value and responsiveness. Living in the solution, his mantra of “we're on it” anytime a client need arises permeates the Altitude culture.

Dave Sabol is altitude marketing's Director of Technology and Social Media. Dave's ability to communicate to different people through multiple media forms makes him a leader in social media marketing. As the market expands and opportunities present themselves, he is at the helm eagerly waiting to seize upon new technologies and social marketing methods.

Please turn over for registration form.

The Lehigh SBDC, funded in part by the U.S. Small Business Administration, offers a variety of educational programs designed to meet different needs of small businesses . **This seminar is designed for those planning to start a business or who have been in business less than two years.** Participants receive valuable information, recommendations, research ideas and are able to network with other entrepreneurs and meet seasoned professionals from the business community.

Advanced registration is required to attend for the listed seminar fee of \$75 (this is a two part series). Non-registered “walk-ins” will have a \$10 surcharge added to the registration fee. Advanced registration can be made by calling, faxing this form, or registering online. Payment can be made in advance or at the seminar.

Registration and Payment Information Electronic and Social Marketing - October 6 & October 20, 2010
This is a single fee two part event. There is no individual class pricing.

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E Mail: _____

Address provided is the same as billing
address of credit card
 yes no (please provide)

Payment Method: Check made payable to **Lehigh University**

Credit Card: Type: Visa M/C Am/Ex Card # _____

Exp. Date: _____

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