

Small Businesses “Get an Edge” Workshops

Presented at the DeWitt Community Library
In the DCL Friends Meeting Room
3649 Erie Blvd. East, DeWitt, NY 13214
Limited seating. Registration required.

Increase Your Success with Social Media Monday, March 7 @ 7:00 pm



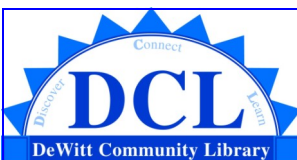
Businesses need to learn how to use social media for their marketing efforts, as well as for reputation management. Statistics show that companies using social media marketing (Twitter, Facebook and blogs) have increased their business from 35% to 60%. This presentation offers an overview of what's out there, do's and don'ts, and the benefits and pitfalls associated with these important marketing tools.



About the Speaker: Mitch Mitchell is a social media marketing and internet consultant for small to medium sized businesses. He has put on seminars and workshops on the subject, as well as webinars, and has written an ebook called Using Your Website As A Marketing Tool. His company, SEO Xcellence, is part of his overall corporation, T. T. Mitchell Consulting, Inc, and he's been doing this type of work for over 4 years.

Optimize Your Website's Potential Monday, March 14 @ 7:00 pm

The overwhelming majority of businesses that have websites need to take the time to learn how to optimize their websites so they have a legitimate chance to compete in local, national, and international markets. There are some basics that can help raise the influence of your website, and some extra measures which can take you over the top. This presentation will give you practical applications you might be able to do for yourself, or explain why hiring someone to do it for you might be in your best interests as well.



Register Now for “Get an Edge” on (pls circle) March 7 & March 14
Drop off this completed form at the Library's Circulation or Reference Desks. Sign up today for this free program!

Name: _____

Phone: _____

Zip Code: _____

If you'd like to sign up for our e-newsletter, check the box and be sure to provide an e-mail address: Yes, sign me up for your Adult e-news!

E-Mail (optional): _____