

Social Media 101

The why, the what, and the how for your small business or nonprofit



WEDNESDAY, SEPTEMBER 28TH 2016 11:30AM - 1:30PM

They're Out There – How Do You Reach Them? You know your prospects, clients and members are active on social media. Are you asking: can social media really be harnessed for your business or nonprofit? Perhaps you're not convinced that it works – or you are, but you're feeling overwhelmed and are not sure how to get started marketing your business with social media.

This seminar will show you the value of using social media to reach your customers, members and prospects – plus how it can drive repeat business from your current customers, and how it can lead to new customers, members and volunteers!

We'll take a look at the 5 most popular social media networks – Facebook, LinkedIn, Twitter, Pinterest and Instagram – and discuss:

- What each network is about
- What to post
- How often to post
- The business benefit of using each social network

We'll also look at what comes next: what kinds of engaging, share-worthy content to post to social media, how to get started, and how to use a content calendar to plan your social media posts.

PRESENTER: Matthew Maennche

PARTNERS: Pioneer Tech, Tulsa SCORE, Skynet Solutions, Constant Contact

WHERE: Pioneer Technology Center 2101 N Ash St Ponca City, OK 74601

REGISTRATION: \$15 to attend & lunch will be provided - Register to attend online - <http://bit.ly/SM101-Ponca>
Registration fees are non-refundable

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For more information please contact Diane : DianeG@PioneerTech.edu

The Power of the Inbox

Tips and Tricks for Successful Email Marketing



WEDNESDAY, OCTOBER 26TH 2016 11:30PM - 1:30PM

What is the first impression you give when they see you in their email inbox? And when they see you there, what do they do?

This powerful seminar takes you step-by-step through the keys to effective email marketing:

- What it really is (and isn't)
- What it can do for your business
- And the five easy steps you must take to harness the power of the inbox!
 1. Grow a healthy list
 2. Create great content
 3. Customizne a beautiful, mobile-friendly template that matches your brand
 4. How to get your emails opened
 5. Tracking your results

From revealing why regular email doesn't work, to insider tips and techniques like automated list building tools and the design elements that work (and those that don't!), this seminar will give you the keys to the most effective marketing you can do: email marketing. Join us!

PRESENTER: Matthew Maennche - Business Consultant - Skynet Solutions

PARTNERS: Pioneer Technology Center, Skynet Solutions, Tulsa SCORE, Constant Contact

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Registration fees are non-refundable

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