

How to Use Twitter and LinkedIn for Business Workshop in New York City

Do you know how to use Twitter and LinkedIn to get targeted traffic to your business? Attend our workshop and learn how.

May 24, 2010 - [PRLog](#) -- If you have questions about Twitter and LinkedIn, now is the time to find the answers. Do you want to be on your way to success using Twitter and LinkedIn to market your business before your competitors dominate it?

Twitter and LinkedIn takes relationship building to the next level by creating a very interactive atmosphere for you and your potential clients. Today, people want to know who they are buying from and who they are dealing with, especially in business. Twitter and LinkedIn makes this possible.

Why should you take this workshop:

- * Your customers and competitors are already using Twitter and LinkedIn. Why aren't you?
- * You can get customers that are already interested in your products or services
- * You can increase brand awareness
- * You get access to more potential customers
- * Free Business Membership & Business Listing in the GoldPlaceNYC.com Marketplace
- * Free Ebook - "A Guide to Using & Marketing with...TWITTER!"
- * Twitter and LinkedIn Training Step by Step Workbook

Who Should Attend:

Small Businesses Owners, Musicians, Actors, Entrepreneurs, Sales & Marketing Professionals, Clubs, Associations, Nonprofit Organizations
Insurance Agents, ...EVERY BUSINESS PROFESSIONAL!

- * Anyone with little to no experience using Twitter and LinkedIn for business marketing and don't know where or how to get started
- * If you are confused, overwhelmed, and finding that your current Twitter and LinkedIn marketing is not working
- * People with a desire to stand out above the competition

What you will learn:

During this interactive workshop, you will learn:

- * Overview of social media marketing
- * Review case studies to learn how businesses are already successfully using Twitter and LinkedIn
- * How to design a Twitter and LinkedIn marketing plan
- * How to build Twitter and LinkedIn word of mouth campaigns
- * How to connect with your online followers/connections offline
- * How to setup and use Twitter and LinkedIn
- * How to quickly get Followers/Connections and attract high-quality, targeted traffic to your business
- * How to leverage the power of Twitter Marketing to improve customer loyalty and repeat sales

- * How to use Twitter and LinkedIn to increase the volume of traffic to your website
- * How you can use it to land higher page ranks on Google and other popular search engines
- * Social Media Rules and Etiquette
- * How to analyze your results
- * How to automate and use helpful tools to maximize your time
- * Q&A time to address issues regarding your online marketing initiatives

When:

June 22, 2010
5:30PM - 8:30PM

Where:

The Support Center
305 Seventh Avenue @ 27th Street
11th Floor
New York, NY 10001-6008

Workshop Fee: 39.95 In Advance

Register: <http://www.diyinternetmarketingny.com/twitter-for-business>

What to bring:

Bring a Wireless enabled Laptop if you want to follow along. The laptop is not mandatory to attend the class. If you have a Twitter and LinkedIn account you will need your user name and password. This is an interactive workshop.

About Instructor:

Sherley Duncan is the CEO for Gold Place Network LLC, a Web design, and online marketing company based in New York City. She is an internet marketing coach that help small businesses to develop an online brand for increased customer reach.

Having been involved with web design, social media marketing and online marketing for over a decade, she is well-suited to coach small businesses in the use of these marketing technologies. She understands how small businesses can use social media tools for increased brand awareness marketing and to increase their marketing reach.

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InternetMarketingNewYorkNY.com works with small businesses owners, musicians, actors, entrepreneurs, sales & marketing professionals, clubs, associations and nonprofit organizations who want to maximize the potential of the internet and get a real return on their internet marketing investment.

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