



Presented by: mind jar media

Learn the Marketing Magic of Facebook and LinkedIn

GETTING STARTED WITH ONLINE ADVERTISING

Date: TBD 2011

Time: 8:30 Register and Breakfast, 9:00 to 11:45 Presentation and Hands-On Setup

Where: Nova Southeastern University /// **Cost:** \$35

It is estimated that a combined 850 million people log in everyday. In fact, Facebook recently surpassed Google as the most visited website on the internet! If you have been ignoring this groundswell of technological advances in your marketing mix, you could be making a HUGE mistake.

Learning new technology doesn't have to be painful. Join us for a hands-on LIVE workshop where you will learn step-by-step how to set up your account and start leveraging social media traffic. Learn how to:

- Choose the right potential customers
- Create effective messaging
- Carefully use your dollars to target geographics and demographics
- Utilize event promotion to ensure plenty of attendees
- Understand analytics to take the guessing out of your marketing

Who should attend:

Business owners and marketing managers with a basic understanding of how Facebook and LinkedIn work, but are not yet advertising online.

What you will accomplish:

Be sure to know your username and password because you will ACTUALLY start your online advertising account. Representatives from Mind Jar Media will follow up with you for a 30-minute complimentary consultation to make sure you are on the right track.

Let's get started! GO LIVE with us.

About the speaker:



Tommy Hobin holds a Masters Degree in Internet Marketing from Full Sail University in Orlando, FL. Tommy has implemented online advertising campaigns on channels ranging from Google Adwords to national networks for Fortune 1000 and Fortune 500 companies across the nation. Tommy's company has built more than 20 campaigns on Facebook and LinkedIn and has placed more than 8 million advertising impressions for large and small companies across both Facebook and LinkedIn just last year.

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