



Learn the basics of social media marketing for the food and beverage service industry

2 1/2 hour workshop covers:

Facebook - Twitter - Google Places - Foursquare - Web Sites
Gowalla - Coupons - Groupon - Deals - Blogs - and more..

Instructors



Tim Lorang Sindi Lindberg

Hosted by
Seattle Bartending College

309 S. Cloverdale St. Unit 4-A, Seattle WA 98108

The importance of social media, online marketing, and websites may not be obvious for a beverage or food service establishment beyond posting your online menu and operating hours but they can have a tremendous impact on your bottom line.

Who Should Attend?

- Your web-site does not attract customers
- You want to use Facebook & Twitter but don't know what to do
- You don't understand how blogs can help generate web traffic
- You are not taking advantage of Google Places, Yelp, Groupon, Foursquare
- You want to attract more customers to your establishment
- You want customers who are your social media evangelists

Social Media Marketing Workshop 101 is especially designed for small and medium sized food and beverage service companies who are trying to figure out the best way to engage in social media and online marketing. **Attendees will learn:**

- Why Social Media is a key part of your Marketing Plan
- How to claim your Google Places and Yelp page, Foursquare and Gowalla
- How to set up a Facebook Page and Place for your business
- How blogging helps people find your business
- How to get your website to work as a customer magnet
- Get your fans to promote you with Twitter, Facebook & Foursquare
- What you need to know about Groupon and Living Social
- How to optimize your website to get more Facebook and Twitter Followers
- How to use social media for special promotions

Your Workshop Instructors:



Sindi Lindberg is the Founder and Chief Marketing Strategist of **SindiwithanS**, based in Seattle. A 10+ year marketing maven, Sindi (with an S) is a strategist, brand builder, deep thinker, information junkie, communicator extraordinaire, buzz builder and lover of all things related to digital marketing and social media.



Tim Lorang is the founder of **Image Media Partners**, an on-line media and inbound marketing company in Seattle that helps websites increase performance by using inbound marketing techniques such as blogging, social media marketing, key word grading and SEO to increase web traffic, capture leads and convert customers.

Social Media FACTS about Americans over 12:

- 51% are on Facebook
- 20 million on Twitter
- 46 million check in several times a day
- These Habitual Social Networkers are: young, on smartphones, eat out, socialize, follow brands, check-in and share
- 1 in 4 follow brands
- 25% say they are influenced by Facebook
- Twitter users more engaged
- Ages 12-34 are most active
- 46% read blogs daily

*Sources: HubSpot, Edison Research/Arbitron Internet, Marketing Data Box/Watershed

Online Marketing FACTS you need to know:

- 1/3 are online over 3 hours every day
- 86% skip TV ads
- 44% do not open direct mail
- Inbound marketing costs 62% less per/customer
- Google is the new Yellow Pages
- 57% search the web every day
- 20% of Google searches are for local businesses
- 70% of US small businesses use Facebook
- 67% of B2C on Facebook get new customers
- Businesses that blog get 55% more visitors
- B2C blogs get 88% more leads

The workshop is hosted by [Seattle Bartending College](http://www.seattlebartendingcollege.com)

309 South Cloverdale St. Unit 4-A

Seattle, WA 98108

July 24, 2011 from 6:30 pm to 9:00 pm



Google Places Directions: <http://goo.gl/maps/>



[REGISTER ON-LINE NOW](#)

or call 206-201-2517 or E-mail: tim@imagemediapartners.com

Attendees will get:

- ◆ 2.5 hours Social Media Training
- ◆ CDROM filled with information, tools and guides
- ◆ Free Social Media Analysis of your website
- ◆ Light snacks provided

\$40 online or \$50 cash at the door

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<http://bit.ly/SoMe-101-flyer>