

## Press Release from Image Media Partners, June 26, 2011

**Social Media Marketing Workshop 101** for Restaurants, Taverns, Pubs, Bars, Breweries, and Wineries

**Image Media Partners** and **SindiwithanS** will hold a [Social Media Marketing Workshop 101](#) hosted by **Seattle Bartending College** on July 24, 2011.

Tim Lorang, Founder of [Image Media Partners](#) and Sindi Lindberg, Founder and Chief Marketing Strategist of [SindiwithanS](#), will teach an intensive, introductory workshop on social media marketing designed for the food and beverage service industry on Sunday, July 24, 2011, from 6:30 to 9:00 p.m. The **Social Media Marketing Workshop 101** will be hosted by the [Seattle Bartending College](#) at 309 S. Cloverdale St. Unit 4-A, Seattle, WA 98108.

Social media and online marketing is an effective way for any size business to connect with and engage their customer base and turn them into brand evangelists. It is especially effective with restaurants, bars, taverns, wineries, breweries, and other food and beverage service companies. When your customer base is already active, online social media marketing has distinct advantages over traditional marketing.

“Websites are no longer just a place for restaurants or taverns to post their menus and hours of operation, it is a place to engage with their community and find new customers,” Lorang says. “In a tight economy people research their dining and entertainment options before they go out and Facebook, Google and Twitter help them do that.”

According to Sindi Lindberg, “Over 46 million Americans are habitual social networkers. This means they log onto social networks like Twitter and Facebook and update their status several times a day. These people are young, they live through their smart phones and they eat out and socialize more than average Americans. These are the people who go to taverns, wine bars, and restaurants and update their friends on Twitter and Facebook.”

**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
- How to set up a Facebook page for your business
- How blogging helps people find your business
- How to get your website to work as a customer magnet
- How to get your fans to promote your business with Twitter, Facebook and Foursquare
- How to set up Foursquare and Gowalla
- 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

Each attendee will receive a CD-Rom full of social media marketing information, tools and resources. In addition each participant will be eligible for a free [Inbound Marketing Web Analysis](#) of their business' website.

Registration for the workshop is available at the [Social Media Marketing Workshop 101 sign up page](#): <http://bit.ly/SocMed-101>. Registration is \$40 in advance or \$50 at the door. Light refreshments will be provided.

For more information contact Tim Lorang at [tim@imagemediapartners.com](mailto:tim@imagemediapartners.com) or call 206-201-2517.

Download the flyer for the [Social Media Marketing Workshop 101: Flyer](#).

The **Social Media Marketing Workshop 101** is being hosted by the **Seattle Bartending College** at 309 S. Cloverdale Street, Unit A-4, Seattle, WA 98108. The Seattle Bartending College has been offering the finest bartending training available since 1980. For more information call 1-877-DRINK51 (1-877-374-6551) or e-mail:

[info@seattlebartendingcollege.com](mailto:info@seattlebartendingcollege.com)

**Sindi Lindberg** is the Founder and Chief Marketing Strategist of **SindiwithanS**, which is headquartered in Seattle and doing business with clients all over the world. 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.

Connect with Sindi Lindberg: [Sindi@SindiwithanS.com](mailto:Sindi@SindiwithanS.com)

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Tim Lorang is the founder and Executive Partner of **Image Media Partners**, an on-line media and inbound marketing company in Seattle. With over 30 years in television production Tim is an award winning television writer and producer. Three years ago he started **Image Media Partners** to help companies with online media and social media marketing.

Connect with Tim Lorang: [tim@imagemediapartners.com](mailto:tim@imagemediapartners.com)

Website: <http://www.imagemediapartners.com/>

Partner Views Blog: <http://www.imagemediapartners.com/blog/>

Twitter: [@Image Media](https://twitter.com/ImageMedia)

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### About Image Media Partners:

**Image Media Partners** was founded by Nate McQueen and Tim Lorang in 2008 to help businesses and organizations get the most out of their online media and website. **Image Media Partners** 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. For more information e-mail:

[tim@imagemediapartners.com](mailto:tim@imagemediapartners.com)

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Timothy Lorang  
Instructor



Sindi Lindberg  
Instructor



Hosted by Seattle  
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