

POWER UP

Your Social Strategy



Turn your online presence into profit.

With the ever-expanding social circles of the Internet, customers are becoming more informed than ever before making buying decisions. Besides visiting a website, they seek out the advice of family, friends, online acquaintances and reviews from other customers. So as a business owner, how do you reach them? How can you take advantage of the social atmosphere when you have limited resources? If you've wanted to boost your social reach and stay aware of what customers are saying about your business, this workshop — the second in Times-Union Media's "Media Made Easy" series — is the place to start!

Give us two hours — we'll show you how.

Social Networking Sites

Social networking is the new word-of-mouth advertising. Do you know what's being said about your business? We'll teach you how to increase brand awareness, build customer loyalty, manage your reputation and strengthen your overall social presence.

Topics include: Facebook, Twitter, LinkedIn and foursquare

Local Online Listings

Online local searches are quickly replacing the standard phone book. Is your business information correct and consistent across the web? Let us help you create a comprehensive listing that will impress potential customers and increase your bottom line.

Topics include: local directory hygiene; place pages and maps for Google, Yahoo! and Bing

Mobile Websites

Sales of web-capable "smart phones" are predicted to surpass that of PCs and laptops by 2012.¹ But your website doesn't necessarily look so pretty on a mobile phone. Learn why a mobile presence is so important and secure one without breaking a sweat ... or the bank.

Topics include: building a mobile-friendly site, vanity keywords, shortcodes, and SMS text offers

Join us at one of our FREE workshop sessions.

With eight sessions to choose from, held over two days, you can find the day and time that works best for you.

Tuesday, July 26 or Wednesday, July 27

7:00 a.m. ▶ 9:30 a.m. ▶ 2:00 p.m. ▶ 4:30 p.m.

Sessions are **limited to 40 attendees each** — register early for best availability! Beverages and light hors d'oeuvres will be served.

Register today!

jacksonville.com/powerup



Text "powerup"
to 70720

As a "thank you" for attending...

Each workshop attendee will be entered in a drawing to win a 16GB iPad 2 (with Wi-Fi + 3G)! And each business will receive a \$50 voucher toward the purchase of any digital media package. Register by July 15, 2011 (Early Bird Registration) and receive an **additional** \$100 voucher! See complete details online at jacksonville.com/powerup.

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1 The Washington Post; 11/16/10; "Smartphone sales to pass computers in 2012: Morgan Stanley analyst Meeker"; http://voices.washingtonpost.com/posttech/2010/11/smartphone_sales_to_pass_compu.html