

Charlevoix Convention & Visitors Bureau

Press Release

Date: March 23, 2016

Contact: Amanda Wilkin, 231-547-2101

Re: Social Media Training

Social Media Training Offered Locally

All businesses looking to improve their social media presence are invited to attend “Social Media for Small Business” on April 25th from 8:00 – 9:30 a.m. in the Charlevoix Public Library Community Room. The program is designed for business owners and employees that use social media to promote their business and would like to learn new tips and techniques. “Social Media should be a consideration for every business’ marketing mix. With the average person spending almost an hour a day on Facebook, it is likely you can best find and relate to your customer on social media,” explained Amanda Wilkin, Executive Director of the Charlevoix Convention & Visitors Bureau.

The workshop will guide participants through social media best practices and strategic application. Presenter Jonathan Campbell has been helping businesses become successful in digital marketing. As the Principal of Lake Effect, Jonathan is committed to building and delivering quality products and services for his clients. Identifying a specific need, he has worked to build a team focused on serving the travel/tourism and non-profit community. From Destination Marketing Organizations to Land Conservancies, Jonathan works closely with his clients to make sure they understand the approach and tools that Lake Effect are using, and the real world results they are creating. Lake Effect Associates is a digital marketing company that focuses on brand development through integrated methods including web, print, mobile, product development and sales efforts.

During the presentation, you will learn how to use social media to promote your business, how to present relatable content to share your story, and what platforms make the most sense for your business. Social Media is an ever-growing space that is very important for leveraging the best customer experience.

The Charlevoix Public Library, Charlevoix Chamber of Commerce, Charlevoix Main Street and the Charlevoix Convention and Visitors Bureau are partnering on this program. “We recently surveyed a number of our downtown businesses and organizations to find out what assistance they would find useful. The majority said they wanted to learn more about how to maximize their effectiveness in marketing their business through social media. We are excited to continue this partnership to provide educational opportunities to our local business community.” said Lindsey Dotson, Executive Director of Charlevoix Main Street DDA. The training is free, and underwritten by the four planning organizations. Light refreshments will be served. To register for the training, call the library at 231-237-7340 or visit the calendar registration at www.charlevoixlibrary.org. The Charlevoix Public Library is located at 220 W. Clinton Street in Charlevoix.



Presenter, Jonathan Campbell