



The graphic features a background of various social media icons (Facebook, Twitter, YouTube, etc.) arranged in a grid. Overlaid on this are several speech bubbles containing the words 'Social Media', 'Marketing', and the five Ws: 'WHERE', 'WHAT', 'WHEN', 'WHY', and 'HOW'. To the right of the graphic is a portrait of a woman with short brown hair, wearing a blue top, with her arms crossed.

Social Media

Marketing

WHERE, WHAT, WHEN, WHY, HOW

Join Barbara Lowe, Founder of 'Assisting You'

for this informative talk about growing your business using social media. You'll learn how to choose the correct platforms for your audience, the do's and don't's of posting, reputation management, creating a strategy, and how social media works with your website and blog to help you be seen as an authority in your field and rise above your competition.

'Assisting You' is a social media marketing firm which focuses on building relationships between a business and its clients or customers online. We develop a strategy to reach your target market and engage them with the use of social content including posts, graphics, videos and blogs.

Over 85% of consumers are researching products or services online before buying. They're looking at reviews, reading blogs and asking Facebook friends for opinions. 'Assisting You' makes your business part of those conversations.

With a regular social media presence, businesses have the chance to engage with customers like they never have before. Customers feel like you're listening to them. This builds up the business' reputation to be trustworthy and credible. 79% of consumers will begin the buying process online from businesses they trust and virtually everyone prefers to visit businesses they feel they have a relationship with.

'Assisting You' creates and implements your social strategy so you can be seen as an authority in your industry and stay well ahead of the competition.

Find us online at www.assistingyou.ca