



SOCIAL MEDIA MARKETING WORKSHOP

Drive New Business with Social Media:
A Guide to Successful Social Media Marketing



A Resource partner of the



Presenter:

Mr. Tom Murphy
Score Mentor

Mr. Murphy is president of [MURCON](#) (Murphy Consulting, Inc.) Pendergrass, GA. He graduated from the United States Military Academy at West Point with a Bachelor of Science degree in Engineering and earned a Master of Systems Management degree from the University of Southern California. He moved to Jackson County, GA. in 2001. MURCON's focus is using internet based tools to help small businesses and nonprofits grow their organizations. Tom is a Constant Contact certified Solution Provider and brings his internet marketing expertise to groups through Constant Contact's series of Engagement Marketing best practices seminars and associated services.

Date:

July 20, 2018

For More Information:

No Registration Required

Cost:

\$ 00

Time:

1 pm to 3 pm

Place:

**Gainesville Library
127 Main Street NW
Gainesville, GA**

Sponsor:

Hall County Library System



Topics Covered:

- 1. Determine the platform that's right for you and your organization.**
- 2. Announce your presence and build your network.**
- 3. Create and share content that encourages action.**
- 4. Understand social media advertising and learn your options.**
- 5. Convert social media leads into potential customers by growing your e-mail list.**

From understanding the different social media platforms, to choosing what to say and where to say it, this workshop will give you the keys to the most effective social media marketing for you.

The SCORE Association, a not for profit corporation and a resource partner of the US Small Business Administration provides free and low cost services to local entrepreneurs.

Presented by:

Northeast GA SCORE Chapter 0717

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SCORE reserves the right to cancel or reschedule this workshop due to unforeseen circumstances