

Social Media Marketing Made Simple



This workshop will show you how to turn social media sites like Facebook, LinkedIn, and Twitter into powerful business tools.

We will cover the strategies and best practices needed to get the most out of your social media activities, including time management, measuring the return of your activities, and learning the essential elements of growing your business using the power of social media marketing.

In this workshop, you will:

- Learn about what social media marketing really is;
- See how to incorporate social media into your business without losing productivity; and
- Discuss real-life examples of how other businesses are using these low-cost tools to gain visibility, develop relationships and drive sales and response.

We will discuss the various social media outlets that are available, how they interact together, ways to leverage their inherent strengths and tools to evaluate them for best use for your business or organization.

Who Should Attend: Suitable for all experience levels. Anyone interested in learning more about social media marketing. Participants do not need to be a Constant Contact customer to attend.

Meet the Presenter



Anissa Freeman Starnes – Regional Development Director, the Carolinas

Anissa Starnes brings 19 years of experience in small business and nonprofit management to her role at Constant Contact. Starnes, a native Carolinian, has had an extensive career as an advocate for business interests, including senior positions with several chambers of commerce. She has served as Vice President of the Charlotte Chamber, Senior Vice President of the York County Regional Chamber and most recently President and CEO of the Burke County Chamber of Commerce. Her ability to offer expert council to local small businesses and non-profits is based on her work with the chambers as well as her personal success in running a consulting firm, Chamber Concepts, Inc. and her experience as the Chief Executive Officer of a very successful non-profit organization, Girls on the Run International.

Starnes is passionate about small business success and is a valuable resource to North and South Carolina area businesses and organizations.