



Boost Your Business June 19, 2014

The U.S. Small Business Administration Dallas/Fort Worth District Office will offer the following session for [8\(a\) Business Development Program](#) firms:

Social Media Marketing Made Simple

June 19, 2014 from 10:30 AM to 12:00 PM

SBA Dallas Fort Worth District Office

4300 Amon Carter Blvd., Fort Worth, Texas 76155

This session is limited to the first 12 companies to register (one person per company). **To register, please call Annie Jones at 817 684-5522 or email annie.jones@sba.gov.**

Speaker: Tarsha Polk, The Marketing Lady

Learn how to successfully use social marketing tools to maximize your business network. In this introductory session, we cover strategies and best practices to get the most out of your social media activities, including:

- What social media marketing really is and why use it
- Introduction to social media channels and how to evaluate what's right for your business or organization
- How small businesses are using these low-cost tools to gain visibility, develop relationships and drive sales and response
- How to create good content for your social media marketing campaigns and time management

How to balance social media marketing with email marketing and your other marketing efforts.

