

Missouri Alliance for Home Care presents...

# An Introduction to Social Media

**Featuring:**

**Tammy Finch, Web Services, Inc**

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**This is a pre-recorded educational program.**

## **About this Recording:**

In recent decades the Internet has completely changed the way most companies find and interact with their customers and vice versa. Now social media sites like Facebook, LinkedIn, and Twitter have changed things again... and this time it's personal.

Unlike nearly any other form of Internet marketing, social networking allows us to make strong one-on-one connections with the men and women we'd most like to turn into customers. To take advantage, however, you have to know what works and doesn't on social media sites, and have plans to use them the right way.

This presentation is a great introduction to social media marketing for marketing representatives and consultants – basically anyone who routinely finds themselves in charge of generating new business for the company. This session will cover all the dos and don'ts you've been wondering about and more including:

- Using social networking sites to attract potential customers
- Easy steps for building a network of friends and fans that recommend you to others
- Combining social media strategies with other web marketing techniques, like pay per click advertising & e-mail marketing
- Shortcuts & time-saving techniques to cut down on time spent on sites like Facebook and LinkedIn before you see results.

## **Presenter:**

Tammy Finch is a well-known website designer and social media consultant from East Peoria, IL and the founder of Web Services, Inc. She has more than 14 years of experience building websites and teaching clients to use the Internet as a business tool. Ms. Finch has given numerous presentations at national conventions throughout the United States on the power of sites like Facebook, Twitter, and LinkedIn, and specifically how to use them to grow sales, deepen customer relationships, and improve recruiting.

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The program planners have no conflict of interest in regard to this educational program.

**Participants will earn a maximum of 1.5 nursing contact hours for this educational program.**