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Business Innovation Group (BIG) News

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How to Make Money with Social Media

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The University of Georgia Small Business Development Center and Georgia Tech Enterprise Innovation Institute have secured social media marketing guru Jamie Turner, Chief Content Officer for the 60 Second Marketer and author of, “How to Make Money with Social Media,” to bring this dynamic program to Savannah. The 60 Second Marketer is an online magazine that provides tools, tips and tutorials on the newest trends in marketing and is a division of BKV, one of the nation’s largest independent digital and direct response agencies. Over the past 20 years, Jamie has helped AT&T, Cartoon Network, CNN, Motorola and The Coca-Cola Company grow their sales and revenue through high-impact marketing. Jamie is a frequent speaker on TV, the radio and at conferences and universities around the country. He was recently profiled in “Advertising and Promotion,” the world’s best-selling college-level marketing textbook.

This day-long mega workshop will provide practical tips, ideas and strategies to enhance your company’s social media marketing efforts.

Topics include:

- How to Think About Social Media
- Social Media Overview (Blog, Facebook, Twitter, LinkedIn, MySpace, YouTube)
- Most Common Social Media Mistakes
- Social Media Business Models That Work
- The 7 Deadly Sins of Social Media Measurement
- Qualitative and Quantitative Social Media Metrics
- Measuring the Only Thing That Matters: Your Return on Investment

Our lunch speaker will be Phil Peterman, the Internet Architect for Paula Deen Enterprises. Managing the day to day social media needs for a celebrity website with over one million followers presents unique challenges in management, content and relationships. He will be sharing some insight on getting started in social media, pitfalls and best practices that will help you get started or jump start your Twitter initiative.

“How to Make Money with Social Media” Mega Workshop is offered for $129 with pre-registration by October 21st or $149 thereafter and will be held on October 28th at the Coastal Georgia Center, 305 Fahm Street, Savannah, GA 31401. Admission fee includes a copy of Jamie Turner’s book “How to Make Money with Social Media” and lunch.

Registration – 8:00 am
Program – 8:30 am – 4:30 pm.

To register for the workshop, go to www.savannahsbdc.org  pay by credit card or call
The University of Georgia Small Business Development Center at (912) 651-3200 for more information. Seating is limited, therefore pre-registration is recommended.