



Beyondus

Online Marketing Seminar Series with Beyondus Design & Marketing

The Niagara River Region Chamber of Commerce is excited to partner with Beyondus Design & Marketing in offering a series of Marketing & Social Media Seminars to our members & the community. All six seminars will take place at the Barton Hill Hotel & Spa, located at 100 Center Street in the Village of Lewiston, lasting approximately one hour each & will include coffee/tea.

The seminars will be given by Karen Renzi, co-owner of Beyondus, Inc.
& a resident of Youngstown, NY.

Cost: \$5 per person, per seminar
\$25 per person if you register for all six

September 12, 2011 8:30am **The ABCs of Marketing Planning**

All business owners know you're supposed to have a "marketing plan" – but what does that really mean? Attend this "back to school" session to learn the basic questions your marketing plan should answer – and how to approach it so that it's a WORKING plan, not just pages gathering dust in your desk drawer. We'll focus on how to:

- Define your ideal clients
- Develop actionable goals
- Identify realistic marketing tactics
- Map out a marketing calendar

October 10, 2011 8:30am **Facebook for Business – The Basics**

Social media, especially Facebook, is on the tip of every tongue these days. In this intro session, we'll cover the basics of Facebook for business:

- Does every business need to be on Facebook?
- Personal Profile or Business Page?
- Is it really free?
- How much time does it take?
- Where and how do you start?

November 14, 2011 8:30am **Email Marketing Lives!**

Email marketing isn't the newest kid on the block these days, with its flashier little cousins Facebook and Twitter hanging around, but it's still a crucially important tool in your online marketing arsenal. In this session, we'll cover the basics of email marketing – including rules and regulations for commercial email, why you should be using an email marketing service, list building, developing email content, and measuring success. Just in time for holiday and year-end promotions!

December 12, 2011 8:30am **What Did They Say About Me?! - Intro to Online Reputation Management**

Guess what? Your customers are talking about you. And these days it's not just whispers at a party – it's posted in real-time, online for all the world to see. Your future customers use this information to make decisions – will they come to your business or not? This introduction to online reputation management will show you some ways to keep your ear to the ground and be aware of online perceptions of your business. We'll also discuss some strategies for how to respond to online customer reviews and comments.