




Demystifying The Marketing Mix

Crafting a Social Media Strategy

Marketing is much more than sales and promotion. It is the entire process that surrounds what to sell, how to sell it, at what price, to whom and for how long. Marketing is not only the cornerstone of business; it determines success. That is ever so evident with the onslaught of the Internet and Social Media. As publishers and retailer have learned, IT has created new, fast moving media and sales outlets. So how do you avoid getting left behind in the dust?

This session will review some of the latest tools and trends that are changing the business landscape across all industries. Learn how to maintain a presence, reach your target market and facilitate purchases using Twitter, LinkedIn, Hootsuite and other services.

Business Strategy & Plan	10 minutes
Marketing Strategy & Plan	5 minutes
What's Out There & How Do I Choose ?	60 minutes
How it affects Print, Radio, TV, Direct Sales and other forms of advertising & promotion	10 minutes
How it affects the business strategy	5 minutes
Q&A	30 minutes

In addition to RSS Feeds , some of the services that will be covered include:

LinkedIn		Pinterest		Hootsuite		YouTube	
Twitter		Instagram		PRWeb		Vimeo	
Facebook		Tumblr		PR Newswire		SEM Rush	
Google+		MySpace		BusinessWire		Wordstream	
Reddit		Flickr		PR Newswire		Wordtracker	

For more information call 855-5 The5Ps or 855-584-3577

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