

# Social Media and Its Impact on Your Business – Using Social Media to Your Advantage

Second in a Series with Mitch Tobol

*Does social media continue to confuse you? Not sure what to do or where to turn? Understanding how to use social media and the different tools available can create opportunities that you may be missing. This seminar will shed light on this ever changing landscape and help you use Social Media to your advantage.*



*Some pundits believe that social media has transformed our world into one great big small town dominated by the power of "word of mouth". What we do know is that the way companies go-to-market has changed. It's no longer business as usual!*

Mitch Tobol, a well-known marketing expert in social and traditional media, a Principal in the Business Growth Network and a Managing Partner at CGT Marketing, will cover the key factors of how Social Media can impact your business and what you need to know **now**.

If you are a:

- CEO, Partner, Owner
- CMO, Marketing Director
- Decision Maker
- Individual Contributor

and need to grow your business, increase your exposure, get more sales opportunities, and generate more revenue, this fast paced dynamic seminar is for you.

***You will not want to miss  
this informative and important seminar!***



*The Business Growth Network (BGN), founded in 2003, is a community of entrepreneurs who participate in monthly small group meetings and larger quarterly events to find ways to "work on their business and not just work in their business".*

*BGN offers a forum for both professionals and business owners to openly share information about their concerns in growing and managing their businesses, as well as to exchange useful feedback and to receive practical advice from their peers.*

*Please contact Michael Gansl at 917-848-6163 or mgansl@gmail.com for more information about how you can become a member of the Business Growth Network.*

## **Participants will learn skills for:**

- The myths and truths of social media marketing
- How to integrate social media into your marketing efforts
- How to use Facebook, LinkedIn, Twitter, YouTube, Blogs, Banners, Search Engine Optimization and E-Mail Marketing
- How to determine the appropriate metrics for successful social media marketing
- How to understand the critical factors for success in this new media

**Date and Time:** Wednesday, June 1, 2011 - 7:45am Registration;  
8am-10am Presentation; 10am - 10:30 Q&A;  
11am - Open networking/card exchange

**Where:** Conference Center: 60 East 42nd Street

**Cost:** \$149 for individuals  
Group rates and special membership rates available.

***Don't miss this valuable seminar. Seats are limited!***

**Register today at: [www.bgnonline.com](http://www.bgnonline.com)**

**OR call Michael Gansl at: 917-848-6163**