



Social Media Smackdown!

Google+ vs Facebook

FREE SEMINAR



Google+ has grown to 65 million worldwide users barely six months from launch – many of them are influential technical and social media people. Integration with Google’s dominant search and paid advertising platforms is a big draw for businesses. But users aren’t actually using it much, and king-of-the-hill Facebook has a broader audience of 800 million very active users.

Should you invest the time in Google+ now, or wait for it to gain traction? How can you take advantage of integration with Google Search? This seminar will help you interpret the trends, get the details right, and accelerate your marketing in 2012!

1. The Big Four

- An overview of Google+, Facebook, Twitter and LinkedIn.

2. Who’s Using Them?

- Nearly everyone is on Google+, Facebook, or Twitter.

3. Set Up Your Pages

- Google+ pages are big and juicy – how to make best use of them.

4. Say It Right

- How to use text, photos, videos and links, and which topics to choose.

5. Get Fans

- Traditional media; email; viral/word of mouth; promotions; etc.

6. Integrate Your Website

- Use both the +1 button and Circles to promote yourself.

7. Get Found

- Google+ is especially promising for getting found by search.

8. Ad Targeting Options

- Not on Google+ yet – we’ll talk about what’s coming.

9. Measure Your Results

- Monitor your engagement, and use social media tools to summarize users and interactions.

Wednesday February 15, 2012, 2:00-4:00 pm

Clermont County Chamber of Commerce, 4355 Ferguson Dr, Suite 150, Cincinnati OH 45245

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The Clermont Chamber of Commerce provides outstanding member service and business advocacy to make the Clermont County area the best place to locate, operate and grow your business.



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