



Social Media Marketing for Small Businesses: 9 September

I hope you found my brief presentation at the Loughborough Enterprise Club useful, and that you came away with a few ideas of how you could use social media marketing for your own business.

You may find the following resources useful as background information to the topics I discussed:

[Monitoring Your Digital Footprint](#): *what are people saying about your business, and your competitors*

[Creating a Facebook Page for Your Business](#): *Facebook isn't just for individuals, your business can use it to as a marketing tool*

[How to Use Twitter for your Business](#): *including a directory of companies using Twitter, and some top tips for you to consider.*

Social Media Landscape



Source: FredCavazza.net

I run a regular programme of Internet Marketing Training Courses, including Search Engine Optimisation, Pay Per Click Advertising, and Social Media Marketing. You can see the full training schedule at <http://www.shcl.co.uk/events>

If you are participating in the Social Internet revolution then keep in touch:

- Follow me on Twitter: <http://twitter.com/susanhallam>
- Become a contact on LinkedIn: <http://www.linkedin.com/in/susanhallam>
- Subscribe to my newsletter: <http://www.shcl.co.uk/blog>

With very best wishes,

A handwritten signature in blue ink that reads "Susan Hallam". The signature is written in a cursive style and is enclosed within a thin, light blue rectangular border.