



# SOWING THE SEEDS OF SOCIAL MEDIA SUCCESS—STRATEGIC MARKET PLANNING

The marketing world is rapidly changing and so are the tools for interacting with your target market. Internet and social media channels abound. Interactive marketing opportunities such as websites, blogs, e-mail campaigns, podcasts, e-commerce, and videos are taking the marketing world by storm. But with the time demands of running a successful business, how do you determine which of these tools match your marketing goals and your technical abilities?

## **This seminar will be held on:**

**Tuesday, April 23, 2019**

**CHESAPEAKE COLLEGE**

**1000 College Circle, Room HEC 110, Wye Mills, MD 21679**

This seminar seeks to offer training for those ready to expand their already existing Internet marketing plans to the next level. Seminar topics will include:

- Learn to define business vision and goals, brand voice and how to align them with social media marketing activities,
- Gain insight on the operation and application of major social networking platforms,
- Learn to create a marketing action plans based on desired outcomes and how to integrate social media into the mix.
- Stay out of trouble by learning the legal parameters concerning postings, dealing with negative feedback, posting pictures, and on-line offerings.
- Hear from a panel of successful social media farm marketers.

**TIME:** 9:00 a.m. to 4:00 p.m. (check-in 8:30 a.m.)

**COST:** \$65.00 (Includes lunch and resource packet)

**REGISTRATION (deadline—Tuesday, April 16, 2019):**

**To pay by check (registration form attached)**

Mail in registration must be received by TUESDAY, APRIL 16, 2019

Mail your check payable to **UNIVERSITY OF MARYLAND** along with registration form to:  
University of Maryland, c/o Susan Barnes  
18330 Keedysville Road, Keedysville, Maryland 21756-1104

**To pay by credit card go to:** <https://socialmedia-wyemills.eventbrite.com>

*\*There is an additional processing fee from Eventbrite to pay by credit card*

**FOR MORE INFORMATION:** For program information or if you require special assistance to participate in this program please contact Ginger Myers at (301) 432-2767 x338 or e-mail [gsmyers@umd.edu](mailto:gsmyers@umd.edu).

**INCLEMENT WEATHER:** Please check your email 24hrs. prior to workshop in case of inclement weather.