

## **SOCIAL MEDIA MARKETING BOOTCAMP**

*Presented by Capulet Communications*

**FRIDAY, FEBRUARY 18, 2011  
9:30 AM-4:30 PM**

**COAST COAL HARBOUR HOTEL  
1180 WEST HASTINGS STREET  
VANCOUVER**

Adding web and social media into the marketing mix is increasingly important for marketers who want to grow an online presence for their organizations and businesses. In this one-day workshop with social media marketing veterans, Capulet Communications, you'll learn how to:

- Devise a web marketing strategy for your organization
- Bring more visitors to your website
- Approach bloggers and other online influencers who can help spread the word about your products or services
- Successfully incorporate online channels like Facebook, YouTube and Twitter into your marketing programs
- Avoid embarrassing social media faux pas

We'll cover the do's and don'ts of social media marketing; look at successful marketing campaigns; introduce social media tools every marketer should know about; and cover online communications etiquette.

BCCIE is pleased to once again be working with Capulet Communications to explore how social media can be used as a marketing tool. Please note that this is a general introduction to social media marketing and the audience will feature both educators and the general public. Capulet Communications is extending a \$50 discount on the workshop to all BCCIE stakeholders. To learn more and to register, visit <http://smmbootcamp23.eventbrite.com/?discount=bccie>

BCCIE's updated 2010-11 schedule of events is now online and may be accessed via the For Educators section of [www.bccie.bc.ca](http://www.bccie.bc.ca). BCCIE plans to offer a version of Social Media Bootcamp as a webinar later this spring for those unable to attend the event on February 18, 2011.