

Growing your business with social media

A half-day seminar, titled Social Media Marketing for SMEs, will be held at the Belmont Square Conference Centre in Cape Town from 8.30am to 2pm on 24 February 2015.



Offered by Seminar Warehouse, the interactive seminar with a local social media guru will open your eyes a whole new world of marketing opportunities and provide you with practical guidelines to ensure that if you do decide to enter the social media world, you do so with the knowledge and skills you need to be successful.

Key elements

- Using social networking to increase your sales and build ongoing customer loyalty.
- Adding a personal, approachable element to your business or product
- Engaging with customers directly but informally while they are online
- Increasing the traffic to your website by writing good quality, consistent content
- Creating excitement around your website, product, service or brand through effective use of media sharing, blogging and social networks
- Gaining direct access to your customers and discover their exact wants and needs so you can tailor your marketing approach

- Building stronger client relationships by dealing effectively with customer complaints as they voice their opinions online

The seminar costs R1 350, excluding VAT. For more information, go to www.seminarwarehouse.co.za.