



Small Business
Development Center
directions solutions impact



Invites You To:

Facebook for Business: How to market your business online using Facebook

Key training segments will include:

- A business account vs. a personal profile
- What NOT to do when opening a business account
- Setting up your facebook business page
- Creating business tab landing page(s)
- Common mistakes when using Facebook to market online
- Making your business page generate revenue
- Cross-channel marketing with Facebook
- Controlling your online reputation
- Making Viral marketing generate money

Speaker: Ken Lawson, JD, Attorney & Director of Operations
for LaunchMyBusinessOnline.com

Location: Stevens-Henager College, 3200 Channing Way, Ste A305, Idaho Falls

Date: March 24, 2011

Time: 12:00—1:30 p.m.

Lunch: Bring your own "Brown Bag"

Charge: FREE to chamber members \$5.00 to non-members

Registration: myken.johnson@stevenshenager.edu 528 7692 X 1891

Co-sponsors - Greater Idaho Falls Chamber of Commerce; Stevens-Henager College; SCORE; Small Business Development Center