



YouTube – A Powerful Business Building Tool



Are you missing the boat? Learn how to use YouTube as a powerful “Online Video Marketing” tool to enhance your business’s bottom line and exposure. YouTube is the hottest new medium for online marketing. It is the 2nd largest search engine in the world getting over 2 billion visits per day. Best of all it’s FREE!

While posting a video on YouTube may seem relatively easy; making your markets sizzle through the use of YouTube is what this class is all about.

In this class we will explore the basics and essentials on how to market your business with online YouTube videos. You will learn how to integrate YouTube in your business marketing mix; explore the YouTube platform; learn how to create winning strategies; planning and producing effective videos; promotion; and making money through YouTube.

Instructor: David Noack

Date: November 10, 2011

Time: 12:00 p.m. – 1:30 p.m.

Place: Idaho Innovation Center, 2300 N. Yellowstone, Idaho Falls, ID

Charge: Free for Chamber of Commerce members, \$5.00 for non-members

Sign up: Please contact Holly Romrell, Membership Director for the Greater Idaho Falls Chamber of Commerce at hromrell@idahofallschamber.com or call 523-1010 or 881-3007

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