

Small Business Owners Learn to Market Smarter with Social Media

Small business owners in the Raleigh area are learning how to reach new customers with free online tools such as Facebook and Twitter. The Social Media Mastery Course, developed by Martin Brossman and Rob Laughter, gives business people the skills they need to see a measurable impact on their businesses using social media tools.

Thirty six small business owners from around the Triangle have participated in the course. Classes meet in groups of eight to twelve people. Students work together to brainstorm and implement strategies to market their businesses in creative ways through the tools they learn.

The Social Media Mastery Course is held at the Team Nimbus Center in Raleigh, NC. The fourth session of the course begins on Wednesday, March 10 at 6:00 PM and meets weekly for ten consecutive weeks. Primary areas of focus are Twitter, Facebook, LinkedIn, Inside919, blogging and online video. Participants receive Brossman's Social Media and OnLine Resource Directory for Business, and access to a comprehensive video library featuring step-by-step instructions on key subjects.

“Our classroom training is tailored to the goals of our participants, which is one reason why attendance is exclusive by industry,” Martin Brossman said. “Our specialty is helping small businesses discover their unique competitive edge.”

“We cover how to develop a personal plan for using time effectively, and tools for monitoring your online presence,” Rob Laughter added. “Each week, you will walk away from our class with real life marketing strategies that you can immediately put into place for your business.”

Additional information, including training topics and a complete syllabus, and online registration is available at www.mysocialmastery.com. Upcoming individual classes such as Advanced Facebook Strategy for Business (March 15) are also listed online.

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