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FOR IMMEDIATE RELEASE
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WEBINAR – Using Facebook, Twitter and LinkedIn to Grow Your Business or Brand
WEDNESDAY, AUGUST 11, 2010 – Sponsored by the Maryland Dept. of Business & Economic Development

MARION STATION, MD (August 9, 2010) – Social Media expert, Mindie Burgoyne will offer a training session on using three social media platforms to grow a business or brand to a group of employees from the Maryland Department of Business and Economic Development (DBED) in Baltimore. The training event is scheduled for Wednesday, August 11, 2010 from 11:30 to 1:00 pm. DBED will stream the event live on the web so businesses all over Maryland (and the world) can take advantage of the training for free.



The link to access the training is
<http://www.ustream.tv/channel/dbed-presents-social-media-lunch-and-learn>

Presenter, Mindie Burgoyne will give information on how social media platforms - specifically Facebook, LinkedIn, and Twitter – can create a virtual network that is live 24/7 and able to be accessed for minutes each day. This virtual network increases word of mouth referrals and can help spread the marketing word like wildfire through the network. Burgoyne will offer tips on how small businesses can build an effective network, brand themselves, interact with their potential customer base, and enhance current marketing efforts, staying ahead of the competitive curve.

With over one half billion people using Facebook alone, social media has been a prime topic of conversation in marketing and advertising circles. Instructor, Mindie Burgoyne has had unprecedented personal success with using social media to increase her writing and speaking opportunities. Burgoyne states, “In the last eighteen months I have had 63 invitations to speak, scores of writing opportunities proposed, and a new book released that sold out its first printing in five weeks. Prior to using social media, I had no unsolicited opportunities to speak or write, and never experienced book sales of this magnitude.” Burgoyne currently has nearly 900 Facebook friends, over 6000 Facebook fans and over 3000 Twitter followers.

Burgoyne states, “There are three reasons people don’t use social networking in their small business marketing plan. 1. They don’t know enough about it; 2. They know about it but don’t know how to use it; and/or 3. They don’t think they have time for it.” Burgoyne will point out multiple successes shown by small businesses and organizations that have found the time and discovered ways to incorporate Social Networking into their marketing plans, and will make a case for the belief that if **you’re not on board, you may be left behind.**

DBED has successfully adopted a social media marketing strategy over the past year to connect with business owners, communicate employment and economic data, convene communities for technical assistance or training, and share resources and information. The Agency’s use of Facebook, Twitter, Linked-In and YouTube coincided with a web site redesign and introduction of user generated content platforms to ensure that information is relevant and meaningful to a broad base of stakeholders.

WEBINAR SPECIFICS:

TOPIC: Social Media – Using Facebook, Twitter and LinkedIn to Grow Your Business or Brand
DATE: Wednesday, August 11, 2010
TIME: 11:30 AM to 1:00 PM
ACCESS / LINK: <http://www.ustream.tv/channel/dbed-presents-social-media-lunch-and-learn>
COST: FREE – Live chat will be available for Q&A

SPONSOR: Maryland Department of Business and Economic Development <http://www.choosemaryland.org>