

**NJLCA Winter Workshop Series –Workshop #3**

**Back by popular demand, the NJLCA Winter Workshop Series will help you start your business off on the right foot in 2012!**



**February 17, 2012  
 9:00 am – 2:00 pm**

**Location:**

**SOCIAL MEDIA MARKETING 101 FOR GREEN  
 INDUSTRY BUSINESSES**

*with Chris Heiler, Landscape Leadership*

**NJLCA, 465 Boulevard, Elmwood Park, NJ 07407**

This full day workshop will begin where most businesses fail with social media: Developing a well-thought-out social strategy. After learning how to develop a social strategy by determining your objectives and goals, we'll cover a multitude of social media tools and tactics in deep detail.

The morning session will focus on developing your company's social media strategy. You will learn:

- What "social media" is exactly, and why it is important to your business
- How social media marketing can fit into your overall marketing approach both online and offline
- How to develop a unique social strategy for your business, based on objectives that are most important to you
- How to determine concrete, measurable goals and learn how to measure the effectiveness of your social media efforts

The afternoon session will focus on specific social media tools and tactics, including:

- An overview of the most important social networks and platforms that are most relevant for green industry businesses
- How to leverage each unique social platform for maximum benefit to your business.
- How to develop a compelling content marketing plan for your business

Register by **email:** [info@njlca.org](mailto:info@njlca.org) ~ Register by **phone:** 201-703-3600 ~ Register **online:** <http://conta.cc/u6Ra6C>

**Every attendee will leave with a strategic business plan, personalized budget and/or a social media marketing plan for the coming year.**

*See details on fliers for more information about each workshop.*

<b>Pricing:</b>	<b><u>NJLCA Members</u></b>		<b><u>Non-Members</u></b>
Attend Any 1:	\$149.00		\$249.00
Attend Any 2:	\$248.00 (Save \$50)		\$448.00 (save \$50)
Attend All 3:	\$347.00 (Save \$100)		\$647.00 (save \$100)

**\*Non Members - Join the NJLCA on or before the workshop date and receive member pricing and association benefits.** To join today, call 201-703-3600 and ask for Joyce or Gail.