



# GROW YOUR BUSINESS WITH FACEBOOK

## FACEBOOK 201 - REACH MORE CUSTOMERS

**You've been posting to your page, but it seems stagnant.**

How often should you be posting and when? (Does 'when' matter? Yes, it does!) How do I promote an event that might bring clients to me? What about specials? How can I promote an offer or discount?

Liz will discuss promotional ads on Facebook and how to promote your own website as well. She'll discuss how to use the 'boost' feature, how to view/understand insights and ways to increase page followers.

*Presenter: Liz Hendricks has been in the advertising and marketing industry for over 10 years. She works with local businesses to grow their online presence through social media and believes it is the most effective way to "talk" to customers when you can't be face to face.*

**THURSDAY, MAY 19, 2016**

**8:30 - 10:00 AM**

**RHBA OFFICE BUILDING**

**There is no cost for this seminar**

*Seating is very limited.*

**Pre-registration is required!**

Call or email the RHBA office to register.

- Do you want to advertise for a fraction of the cost of TV, Radio or print advertising?
- Do you want to target a specific demographic, income, geographic area with your advertising?
- Do you want insight on who your advertising is reaching each month?

**Facebook can do all of that for you! Come and learn how.**



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