



# Social Media: Marketing to Grow Your Business

## Wednesday, February 20th

Many companies are unsure of the best way to market and grow their business through social media, or if it's even the right way to spend marketing dollars.

Are you uncertain what social media platforms are the right ones? Not sure how to get started?

Attend this workshop and you'll be given an overview of key elements in social media marketing.

We'll cover:

- The elements of a successful Social Media Strategy.
- The importance of live video on Facebook and Instagram
- Reviews, reputation and engagement on social channels
- Tracking campaign performance and ROI

If you are ready to jump into the social media marketing arena, this workshop is for you!

Register at <http://bit.ly/AZMEPSocialMediaMarketingWorkshopFeb19>

**EVENT TIME**  
9:00am - 11:30am

**\$49.00**  
coffee, pastries, and  
fruit provided

**WHERE**  
Arizona  
Commerce Authority  
100 N 7<sup>TH</sup> Avenue  
Grace Court School/  
SW Room  
Phoenix, AZ 85007

**ARIZONA**  
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V

**GRACE  
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ACA  
Office**  
Bldg 3  
Suite  
400

**ARIZONA**

COMMERCE AUTHORITY  
OFFICE OF TOURISM  
MEXICO COMMISSION

All guests please park on the first two floors of the parking garage and proceed to Building 3.

To gain access to our offices on the 4th floor, please push the intercom button located between the two elevators in the lobby of the building and our receptionist will buzz you up to our office.

If for some reason the intercom is not working, please contact Alisa Centeno directly at 602-845-1200.