



NEW YORK STATE SENATOR

Joseph P. Addabbo Jr.

Addabbo Cosponsors Small Business Seminar Series WITH Queens Chamber of Commerce

JOSEPH P. ADDABBO JR April 18, 2013

| ISSUE: **ECONOMIC DEVELOPMENT, SMALL BUSINESS**

“Social Media Marketing Made Simple” Comes to Forest Hills on May 2

Queens, NY, April 18, 2013 -- NYS Senator Joseph P. Addabbo, Jr. (D-Queens) continues a free, monthly small business seminar series in his district this spring, which started in April and is ending in June, cosponsored by the Queens Chamber of Commerce. All three lectures in the series are at the **American Legion Continental Post 1424, 107-15 Metropolitan Ave, Forest Hills, from 7 PM to 8:30 PM.**

Following the first seminar in April on the power of e-mail marketing, the second seminar in the monthly series for small businesses, **“Social Media Marketing Made Simple,”** is set for **Thursday, May 2.** Constant Contact is conducting each lecture led by different speakers and is encouraging small business owners to attend all three to get the most out of this series. Registration is required for each individual lecture; RSVP for each can easily be done online.

For the **May 2 “Social Media Marketing Made Simple”** – register here:

<http://events.constantcontact.com/register/event?llr=laboagfab&oeidk=a07e74q0wt7143fa4ca>

Keeping in touch is the most important element to building relationships that sustain and grow a business. The Internet has evolved into an amazing, low-cost, “right now” tool to communicate with your customers, clients, and prospects. But it is not just about websites and emails anymore. Social media has changed the playing field for reaching the masses, as well as giving them a way to respond.

Today’s businesses need to be aware of all the avenues people are using to make buying decisions, and when it comes to social media, there are plenty of options. The most popular social media sites are Facebook, Twitter, and LinkedIn, and users have different expectations from each one.

In this seminar, you will learn social media best practices and what it takes to quickly implement them. You will take away knowledge of how to:

- Create a social media marketing plan that fits your schedule
- Measure the return on your activities
- Leverage the strengths of each social media site
- Contribute to each community in a meaningful way
- Gain exposure for your business

- Attract new business

Come learn how to build strong relationships that will lead to more business and growth through the social media marketing.

The last spring lecture is set for June 6 and requires separate registration via the link provided below:

For the June 6 “Event Marketing” – register here:

<http://events.constantcontact.com/register/event?llr=laboagfab&oeidk=a07e74q2a47ca5ef24d>

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