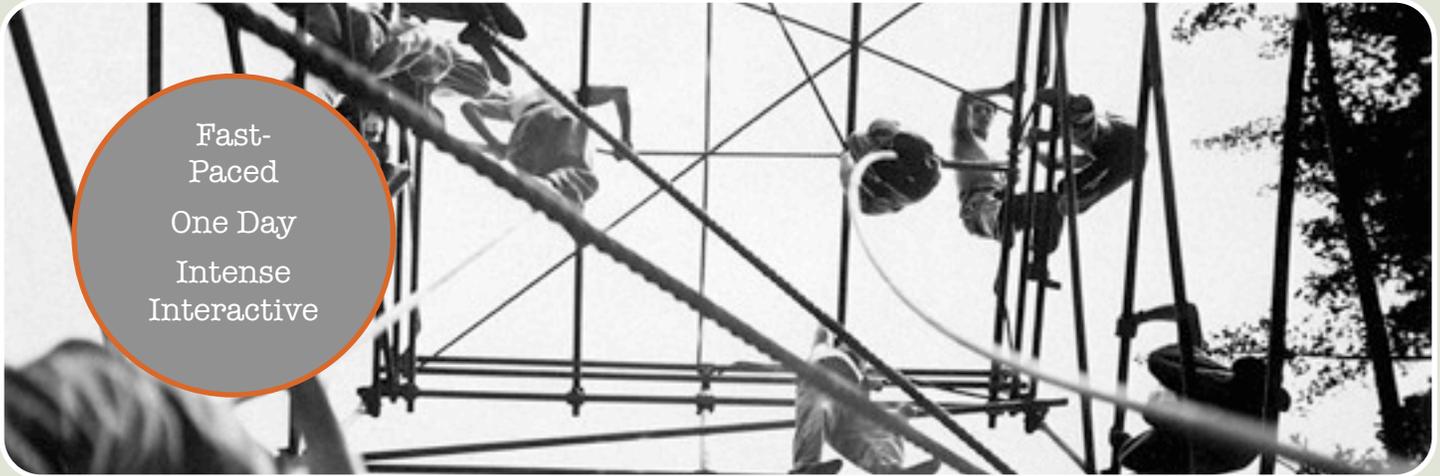


# Social Media

# BOOTCAMP

**Small  
Business  
Edition**

Are you playing with social media but lack a clear action plan to get to the next level? Then this Bootcamp is for YOU!



## SOCIAL MEDIA BOOTCAMP : SMALL BUSINESS EDITION

Attend this bootcamp to learn how to capture the power of social media in your business, along with helpful tools, tips and techniques to get started!

- ✓ Develop a social media strategy to drive relationship-building conversations with potential and existing clients **by the end of the conference!**
- ✓ Understand how these technologies and techniques work (and how they don't) & how to use them in your business
- ✓ Incorporate multiple free or low-cost social media tools such as blogs, podcasts and social networking sites into your strategy
- ✓ Discover why showing the human side to your company actually makes you more professional
- ✓ Identify key steps and strategies for setting up and managing an effective social media presence
- ✓ Learn how to leverage other personal/businesses blogs and social media brands
- ✓ Understand how to gauge your social media success
- ✓ Develop your online professional and business brand to meet the needs of a diverse customer base



# GET SOCIAL



## Not Sure Where To Start?

If you are overwhelmed with where to throw the first dart in social media, you need to attend Social Media Bootcamp : Small Business Edition! In one day you get the information and resources you need to make informed decisions about the best way to start the journey for your business.

## BENEFITS OF ATTENDING

**Social Media Bootcamp : Small Business Edition** is a must-attend event for all businesses who are serious about using social media to engage customers & drive results.

You will benefit from:

- ☑ Intense, interactive learning - you will recoup your money spent by implementing just a few of the strategies shared during the conference
- ☑ Participating in unique, hands-on interactive workshops that build your social media initiatives that will launch your own company's strategy immediately
- ☑ A professional reference and worksheet package that will serve as an invaluable resource long after you have attended this conference
- ☑ Participants of **Social Media Bootcamp : Small Business Edition** are given a discount on future conferences in this series as well as services from Purple Stripe Productions and select vendors

## WHO SHOULD ATTEND

Any business will benefit from the **Social Media Bootcamp : Small Business Edition**, but more specifically someone that:

- ☑ Solopreneurs to Small Business Owners - from retail to professional/personal services and everything in between
- ☑ Responsible for maintaining their company's marketing and public relations strategy
- ☑ Looking for a way to provide excellent customer service - before, during and after the sale
- ☑ Need to establish themselves as an industry leader, go-to expert, or trusted source of information in their industry
- ☑ Needs to have a comprehensive, customized social media action plan for their small business by the end of the day
- ☑ Wants to grow their customer base locally, regionally, nationally, or internationally

## OTHER PURPLE STRIPE PRODUCTIONS OFFERINGS

**Social Media Bootcamp : Small Business EXTREME** - Detailed setup, configuration, and deployment of social media tools including blogging platforms, audio/video production, graphic design, programming languages, or development environments.

**Social Media Bootcamp : Enterprise Strategies** - Corporate-level internal/external social media implementation strategies.

# SOCIAL MEDIA BOOTCAMP COURSE

Your roadmap to getting online and in the game!

## COURSE CONTENT

- ✓ What Exactly is "Social Media" & Why Should I Care?
- ✓ Brainstorm Break! - Interactive Session
- ✓ Getting On The Digital Bandwagon & Trailblazing Your Way To Success
- ✓ Social Networking Lunch
- ✓ Let's Get The Party Started! - Interactive Session
- ✓ Going From a Whisper to a Bullhorn
- ✓ Develop Your Message for the Next 6 Months - Interactive Session
- ✓ What To Do When You Get Back To The Real World

## WHAT SOCIAL MEDIA BOOTCAMP IS NOT

Although the **Social Media Bootcamp : Small Business Edition** is fast-paced and full of useful information and resources, certain topics will not be included:

- ✓ Endless lectures on what worked for \*other\* companies
- ✓ Advanced SEO or lead-generation strategies
- ✓ Details about traditional marketing and advertising opportunities (radio, print, television, etc. advertising) and their benefits
- ✓ Detailed setup, configuration, and deployment of social media tools including blogging platforms, audio/video production, graphic design, programming languages, APIs/widgets, or development environments (we offer **Social Media Bootcamp : Small Business EXTREME** courses for that!)
- ✓ Corporate-level internal/external social media implementation strategies (we offer **Social Media Bootcamp : Enterprise Strategies** conference for that!)

Register today @

<http://www.purplestripe.com/bootcamp>

for best availability & pricing



## GET MORE



### Company Focus : Retail

If you have goods to sell, your company needs to focus on sales, customer satisfaction, consumer loyalty, and client retention more than ever. Learn how to communicate with your customers, give them what they \*need\* and grow your business.



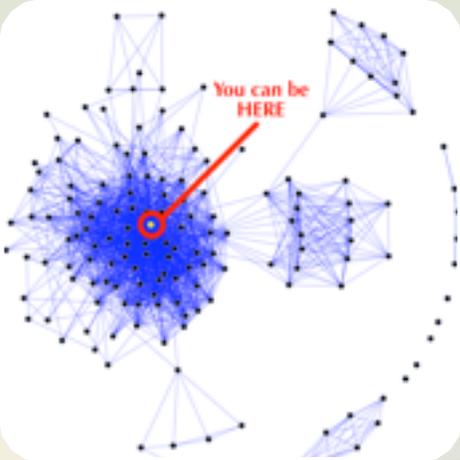
### Company Focus : Service

If your company offers valuable services for hire, you need to make sure that customers seek your expertise first, return to you for your knowledge and confidently refer others to you. Learn how to make (and keep) yourself an indispensable and trusted asset to your customers.



**Social Media Bootcamp**  
**Small Business Edition**  
 October 2009  
 : Hamilton NJ

**Small Business EXTREME**  
 January 2010  
 : Princeton NJ



**SOCIAL MEDIA BOOTCAMP : SMALL BUSINESS EDITION**

We are offering this conference at an introductory price of only \$349!

Your ticket includes:

- Multiple hands-on interactive workshops
- Brainstorm sessions with peers and instructors
- Personalized reference guide & social media plan
- Breakfast, Lunch & Breaks



Register today for best availability : <http://www.purplestripe.com/bootcamp>

WHAT WE DO	TALK WITH US
<p>Purple Stripe helps you get past the technology and into meaningful conversations with your market. Not sure where to jump in, or even how? The Purple Stripe team shows you how to engage and monitor both mainstream &amp; niche online communities, locally and globally, to you participate where your voice will be heard. From podcasting, blogging, social media, online video production, corporate training, conferences, and even virtual worlds, the Purple Stripe team will make it easy for you to craft a comprehensive plan to reach your customers where they live on the Internet.</p>	<p><b>WEB :</b>  <a href="http://www.PurpleStripe.com">www.PurpleStripe.com</a></p> <p><b>PHONE :</b>            (888) 575-0271</p> <p><b>EMAIL :</b>  <a href="mailto:bootcamp@purplestripe.com">bootcamp@purplestripe.com</a></p> <p><b>TWITTER :</b>            @PurpleStripe</p>