

How to use social media marketing for your business growth!



Jane Hillsdon from Dragonfly Marketing uses her extensive experience as a qualified marketing professional mixed with a huge passion for everything social to help businesses navigate the ever-changing world of digital marketing.

Having built a career working for a vast array of organisations in both sales and marketing, Jane now works with regional businesses to help them utilise all that marketing has to offer.

She is strategic and creative in her thinking and also has the in depth knowledge of how the leading social media and email marketing channels work to be able to provide advice that leads to results.

Five reasons to learn more about using Social Media to grow your business:

1. **On Facebook alone, there are 1.3 billion users and 5 billion items shared daily.** Your customers are using social media. With clever thinking and a persistent approach you can connect with them there.
2. **Social Media offers the most targeted form of communication in the market.** You don't waste time or money talking to the people who are never going to buy your product with this communication platform.
3. **You can measure exactly how your marketing activity is performing.** If your activity is not performing, you can adjust it, then and there, until it is!
4. **Regional businesses of all shapes and sizes in all sorts of industries use social media to grow their business.** The sky is the limit for your business once you learn the power of social media.
5. **Social media can strengthen the relationship with your customers.** It's a two-way forum you share your messages with the people who want to listen to you and want to converse with you.

Date: **Wednesday 25th March 12:30pm—2:00pm**

Venue: **NSW Business Chamber 146-148 Gordon Street Port Macquarie**

Parking: **IGA/Growers Market Car Park**

Cost: **\$20 per person (lunch supplied)**

RSVP: **Email maree.mcentyre@nswbc.com.au or call Maree on 6584 0910.**

Cancellation Policy— Refund applies only to notice given 24 hours before the event.