Growing your business
Conversion in a Social World
From Likes to Leads for Small Business

Navigating the social media world can be sometimes confusing for Small Business Owners. In this presentation learn how to maximize your social media for your business by turning likes into leads. We will cover:

- Facebook- The largest Social Media Channel
- Twitter- You immediate Response Social Channel
- LinkedIn- Your Professional Social Network
- Google Plus- Google's Social Dance Card
- Wrapping Them All Together- Google Analytics, Google Ad Words and more

This is a Constant Contact presentation.

My Bio:

April Heavens-Woodcock works with small to mid-size companies to help them develop a robust online presence by using strategic marketing initiatives. As an Authorized Local Expert of Constant Contact, April regularly conducts presentations on email marketing and social media throughout the New England area.

She consistently volunteers for the Greater Norwich Chamber of Commerce, S.C.O.R.E, and Rose City Business Networking International to educate small businesses in Southeast Connecticut on effective online marketing tools. Along with her expertise in email marketing and consulting, April specializes in B2B digital marketing, strategies and consults for social media, and small business education.