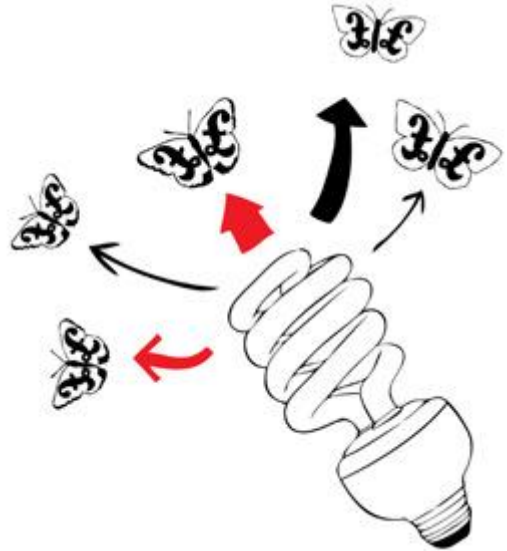


**Solutions
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Social Media for small business

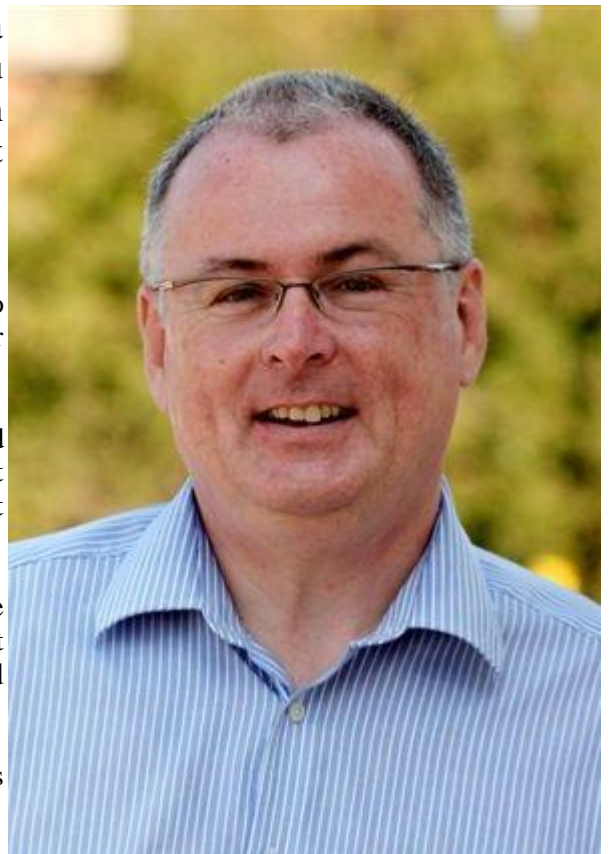
Why use social media? What's in it for you? Isn't it just a time-wasting flash-in-the-pan? This workshop shows you why these new tools are right for your business, which systems to use and how to use them in a way that doesn't take over your life!

This workshop is ideal for sole-traders and small businesses who want to reach new customers and know that the old methods are no longer working.

You will gain an understanding of why social media is so important and how it works for businesses as well as individuals. You'll find out about the best platforms to use and the best way to use them. You'll be taught how to set up a profile and what should and shouldn't be included.

The great mystery of social media how to attract a following will be explained. You'll discover the best ways to find potential customers at the time they're looking to buy. You'll find out why to mix social and business posts and how to do it well.

Most importantly you'll be taught how to use these innovative techniques and still have time to run your business!



Event Details

Wednesday 8th June- Think Tank, Lincoln - **FULLY BOOKED**

Wednesday 15th June- Eventus, Market Deeping
Thursday 7th July - Hemswell Court Hotel, Hemswell
Wednesday 13th July - Boston West Golf Club
Thursday 8th September - Brackenborough Hotel, Louth
Monday 12th September - Corn Exchange, Bourne

All events are 09.30 - 16.00

Places are free to eligible Lincolnshire business

To book click here

Contact Us

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Innovation Advice and Guidance is part of Solutions for Business, the Government's portfolio of publicly funded business support to help companies start and grow.

Innovation Advice and Guidance provides businesses with expert knowledge and highly specialised, technical and advanced skills enabling them to innovate and improve performance

To find out more about Solutions for Business call Business Link on 0845 058 6644 or visit www.businesslink.gov.uk/eastmidlands



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