



Chesapeake College
Wye Milles Campus
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Blogging For Business

For Business Owners and Marketing, Public Relations, Human Resources, and Executive personnel



Chesapeake College is offering a two-hour training seminar on Tuesday, November 15, 2011 from 10:00 am to 12:00 noon. The Seminar focus will be how to leverage blogs to attract more customers, create buzz, and triple the traffic to company websites.

Presenter Mindie Burgoyne, a successful blogger and social media expert, will demonstrate how to use blogging platforms, generate content, get followers, optimize search engine results, and put a personal "face" on the company that can interact with customers and the media.

Burgoyne states, "The days of getting wide media coverage through sending press releases to media outlets are over. And, while spending money on marketing and advertising is still important, it's no longer enough to get in front of keep existing customers, attract new ones, and communicate with key influencers in your market." In the Blogging for Business seminar, Burgoyne informs attendees about what blog are, how to build a blog, and how to continually come up with creative content to keep a blog going. [The complete course outline is online at her website.](#)

Blogging is not just for tech companies, on-line sellers and tourism

Burgoyne imparts the uncomfortable truth that blogging isn't a marketing effort just for companies who primarily serve an on line customer base. "All your customers are on line now" Burgoyne emphasizes. Farmers, construction workers, and watermen - thought dinosaurs when it comes to technology- are buying fertilizer and equipment, checking weather trends and tracking competitors on line." Burgoyne will show how manufacturers, pharmaceutical companies and service industries (accounting, plumbing, electricians) are using blogs to attract customers, get referrals, and positioning themselves as opinion leaders in their fields. She will refer to local companies who have achieved success through blogging including a Caroline County manufacturer; Tanglewood Conservatories. CEO, Alan Stein has been successfully using a blog to attract international customers.

Mindie Burgoyne is a freelance writer, blogger, trainer and business development field rep for the Maryland Department of Business and Economic Development. Her success with using social media and blogging platforms has been well demonstrated with the success of three published books and guest writing spots with CBS News, National Geographic Television Network and numerous regional print publications.

SEMINAR SPECIFICS:

Blogging for Business

DATE: Tuesday, November 15, 2011

TIME: 10:00 AM to 12 noon

PLACE: Chesapeake College - Wye Mills Campus

COST: \$49

REGISTER CONTACT: Marci Leach 410.827.5833 mleach@chesapeake.edu

Full details and course outline found at <http://www.writingthevision.com/bloggingforbusiness.htm>