



Chesapeake College
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Blogging For Business – the New Marketing & PR

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



WYE MILLS - On February 14, 2012 from 10 a.m. to noon, Chesapeake College will offer a two-hour training seminar focused on a new marketing and public relations tactic that defies most traditional models for business. Travel writer and social media expert, Mindie Burgoyne will demonstrate how to use blogging platforms, generate blog content, get followers, optimize search engine results, and put a personal “face” on a company that can engage today’s customers and the media. “Blogging is about joining the conversation, interacting, learning, and leading customers into your world.”

Burgoyne, who runs three successful blogs, will make blogging practices the technical focus, but will interweave skills on how to interact with customers, and become a part of their conversation. Attendees will learn that blogs are a marketing tool best used to engage the public rather than sell directly. The best bloggers draw customers into

communication, and those customers create buzz and drive more traffic to company websites. Additionally blogs help build customer profiles and provide insight to the latest sales trends in the market.

“The days of getting wide media coverage by sending sterile press releases to media outlets are over” Burgoyne states. “And, while spending money on marketing and advertising is still important, it's no longer enough to just state your good news. A company must listen more than it talks. Blogging provides the platform for that.”

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

Burgoyne imparts the uncomfortable truth that blogging isn’t a marketing tool only for companies who primarily serve an on line customer base. “All your customers are on line now” Burgoyne emphasizes. “Farmers, construction workers, watermen - once thought to be dinosaurs when it comes to technology– are buying fertilizer and equipment, checking weather trends and tracking competitors on line.” Burgoyne will show how manufacturers, retailers, 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.

By the end of the two-hour session, each attendee will have an overview of how to start a blog, create content, define a publishing schedule and use additional social media platforms to accelerate building a following. Burgoyne will also provide information on resources both online and hard copy that can assist in helping bloggers in the first few months.

SEMINAR SPECIFICS:

Blogging for Business – the New Marketing & PR

DATE: Tuesday, February 14, 2012

TIME: 10:00 AM to 12 noon

PLACE: Chesapeake College - Wye Mills Campus

COST: \$49

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Course outline found at <http://www.writingthevision.com/bloggingforbusiness.htm>