

# Social Media Fast-track

## Optimizing Your Social Media

### Objectives:

- Setting Up Google+ Business Page
- Automating Your Social Media
- Facebook Group VS Pages
- Attracting Fans With Connection Targeting
- How To Generate Leads & Sales
- Convert Clicks To Customers w/ Paid Advertising
- Connecting Facebook to Twitter

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# SMF: Homework



Here are your action items for this session:

- 1) Add a Facebook 'Like Box' to your Page
- 2) Get your business profile on the other 5 local directories
- 3) Do any other of the objectives that will be helpful to your business

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