

# - Social Media & Conversation Marketing Masterclass -

*“Get to know new customers through customers you know”*

## Masterclass Objectives

To give participants an overview of online advertising & marketing

To give an overview of social media and its implications for your organisation

To give participants a guideline as to best practice in online Conversation Marketing



Sligo Women in Business Network  
Tuesday 28th July | 8pm to 9.30pm  
The Glasshouse, Sligo

Developed and delivered by Social Media and Professional Networking expert Johnny Beirne, this course covers:

- ➔ Social Media
- ➔ Conversation Marketing
- ➔ Create Social Capital and a Web Portfolio
- ➔ Professional Networking

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## Contact Details:

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