

# MERLOT SPRINGS INTO SOCIAL MEDIA TRAINING

Over the past several years, you may have *StumbledUpon* our engaging Social Media Division. Now, Merlot's social media agenda is getting a little more *Eventful*. You *Digg*? If not, you'll probably want to get *LinkedIn* to our new Social Media Springboard™, an ever-evolving social media training for marketing professionals and C-level executives lead by our *Deliciously* clever specialists.



## **“So do you Tweet? Twirl? Tag? And Share?”**

If not, let us take you through our Social Media Springboard session and learn:

- The functions and strategic usage of social media to support marketing efforts
- The rapid evolution of the communication landscape
- The key social media tools and how to effectively use them
- Case studies of how other businesses have successfully (and unsuccessfully) used social media to promote their brands
- The rules of social media engagement: Social Media Guidelines
- How to capitalize on this ever-evolving shift in communication
- Strategic next steps for social media implementation and engagement to benefit *your* brand
- How to unify your online presence
- How to track and monitor your brand online

## **“Embracing and Sharing the Love”**

Ready to dive right in? Our social media specialists can springboard you to success by implementing a program custom designed for you. Still thirsty? Visit [www.merlotmarketing.com](http://www.merlotmarketing.com) and check out our Services section, then click on Social Media!

## **“All Blog, No Bite”**

“Just like with any marketing initiative, employing social media requires strategy. You don't want to simply dabble in it,” says Debi Hammond, president/CEO of Merlot Marketing. “A lot of executives and communication professionals know what social media is, but are not comfortable enough with it to implement a social media program on their own. With our Social **Media** Springboard, we are able to educate companies and elevate their level of comfort with this shift in communication, so that they can take full advantage of these powerful tools that allow them to speak directly to their customers and the media.”

For more information about Merlot Marketing, our Social Media Division and exclusive Social **Media** Springboard, please email [SocialMediaSpringboard@merlotmarketing.com](mailto:SocialMediaSpringboard@merlotmarketing.com).