

## THE BUZZ NEWSLETTER

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### Message from the Partners...

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We are writing this on a glorious July day filled with sunshine and, blessedly, no rain.

We're spending our summer doing some planning, and following up on new trends in "social networking". Many of you have been exploring this new and sometimes challenging world of [Twitter](#), [LinkedIn](#) and [Facebook](#)...and we bet many more of you are wondering "*What is this stuff anyway?*"

This month we are offering a [FREE 20 page guide](#) to "*Using Twitter for Business*". This very popular guide is a great tool to use to get email sign-ups and business cards at events and speaking gigs. We hope it clears up some confusion and gives you a few good ideas you can put into practice right away.

And enjoy an article on **How to Promote an Event Using Social Media** by social networking guru John Jantsch.



The Marketing Masters

### How to Promote an Event Using Social Media

### What our clients say...

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"Working with Ken and Liz has helped our whole team to look at what we do in a new light. With all the doom and gloom out there, an inspiring vision and upbeat happening are nice to have on our side."

Tom Hanmer  
President, Kitchen Classics

"Wow! Wonderful Job! Looks Fantastic! It is an absolutely marvelous piece of work - I knew it would be special, but this is a knockout."

Patricia Commins,  
Chair, 150th Anniversary of  
Victoria Hall Grand Ball

"Really useful stuff - in particular with regards to focusing efforts solely on those with returns. It's something very close to the heart of any small or start up company - balancing the day to day tasks with the need to be focused around activities that truly drive the business forward."

Nikkole Couture  
Marketing Manager,  
Streamlogics Inc.

"When Elizabeth talks I always sit up and listen. She has a wealth of marketing and business development knowledge that she delivers with an edge. More importantly she is a wonderfully

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by John Jantsch

There are dozens of sites and services set-up to help you promote events such as webinars, seminar, workshops, grand openings and product launches. While these tools are indeed online you can get benefit employing them for local offline events as well.

Use [MeetUp](#) and create a group surrounding your event – this might turn into something very valuable to do on an ongoing basis and create a nice way for you to build a local community.

Publish your event to some of the bigger online events calendars such as [Yahoo's Upcoming](#) or [Eventful](#). These sites have geography built in and help promote events that are near users.

Create multiple Facebook pages or twitter accounts just for the event and post relevant information by building local followings through [twitter](#) search and [Facebook](#) Groups.

Do a series of interviews with participants in the event or to tease out bits of content that will be presented. Record these interviews as post casts and post them on your event pages, submit to iTunes and offer them to others to run on their sites. Just make sure it's great content. Upload transcripts from the interviews or slides you intend to present to sites such as [DocStoc](#), [Scribd](#), and [Slideshare](#).

Include quick videos and photos of before, during and after the event and host on [YouTube](#) and [Flickr](#) for added exposure.

Submit press releases before, during and after the event to sites such as [PR Web](#) and [PitchEngine](#).

Cross post as much information from all of this activity to all of your social networking sites such as [LinkedIn](#), [Facebook](#), and [twitter](#) as all allow links to videos, audios and photos.

The short-term impact of working a system like this to promote an event or launch is greater exposure and hopefully greater participation, but the long term impact for future events may be the real payoff. As you get better at this kind of social media routine, you'll find momentum building through search engine traffic too.

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John Jantsch is a veteran marketing coach, award winning blogger and author of Duct Tape Marketing: The World's Most Practical Small Business Marketing Guide. He is the creator of the Duct Tape Marketing small business marketing system.

## Special Offer

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[FREE 20 page guide "Using Twitter](#)

warm human being and a  
privilege to know."

Rob Sloane,  
Author & Professional Speaker,  
Rob Sloane Marketing

"After spending three months with the Duct Tape Marketing® System we really improved the way we market and sell to our customers. The seven step approach gave us the focus we needed and it helped develop some great systems to increase sales and focus our marketing efforts."

Peter Lorenz,  
President,  
Lorenz Manufacturing

"(You) make me think logically and critically. Most of all, you force me to focus. When we need a set of fresh eyes looking in from the outside, you're there."

John D'Amico,  
Manager Marketing,  
Network & Computer Services,  
Plexis Inc.

"In the first four hours, I learned more about marketing than I had over the entire previous year of scouring the internet, reading books, and through trial and error. Before I met her I had a bag full of tactics, now I have a system."

Andrew Wittchell  
ProServe IT

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[Refer a Friend](#)



## [for Business”](#)

Maybe the siren’s call of [twitter](#) (everybody’s doing it) has become too much and you’ve jumped in. Or, maybe you have no clue what it is or why you would care. We get asked enough about this mircoblogging tool that John Jantsch, the founder of Duct Tape Marketing, created this practical

guide for business folks wrestling with yet another social media outpost.

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## **What's New on the Buzz Blog**

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[Top three security concerns are viruses, spam, and data breaches but most companies don't have protection](#)

[10 Steps To Unleash Your Lead PR Machine](#)

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