



Laboratory Products Association

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Contact: Clark Mulligan
703-836-1360 ext. 27 or cmulligan@lpanet.org

How to Use Visual Social Media to Market Your Business *a webinar with Hollis Thomases*

Alexandria, VA - Everyone knows about YouTube, but do you know how to use it to market your business? How hard (or easy) is it to produce videos that can really viably help your business? Are there free or low-cost tools to make things easier? How else can you use these videos? What about other visual social media tools? Does it make business sense to post photos to Flickr and Twitpic? Did you know there's a way to publicly share your PowerPoint presentations to attract new visitors? Don't miss this second webinar in our four-part social media series focused on the visual aspect of social media marketing! Note: This webinar will not be repeated.

The webinar is scheduled for April 8 at 2PM EST. Registration is just \$95. Participate on your own, or invite your team to join in at your computer. The webinar invitation link and login will be e-mailed to you after you register.

Hollis Thomases founded WebAdvantage.net, a boutique agency providing strategic online marketing and advertising solutions, in 1998. She is a ClickZ(.com) expert columnist ("Planning the Buy") since 2005 and multiple award-winner including the SBA's Small Business Person of the Year (Maryland, 2007). Hollis recently authored *Twitter Marketing: An Hour a Day*, a B2B resource providing fundamental information on Twitter and how it can be used for business marketing.

** Use the .pdf registration form to register for additional webinars.*

Future webinar dates

April 21 at 2PM - LinkedIn & FaceBook
May 11 at 2PM - Marketing with Twitter

Visit Hollis at: www.webadvantage.net

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The Laboratory Products Association (LPA) is a part of the SAMA Group of Associations founded in 1918. Its member companies are manufacturers and distributors of lab products and services such as glass and plasticware, chemicals, equipment and supplies used in scientific research and applied science and life science worldwide.