



# GOTTA HAVE IT – Social Media Business Applications

**Come Join the Conversation!**

Attend this RTO seminar, wake up and smell the coffee.



On Thursday, May 20 at 7:30 a.m. you are invited to an exclusive presentation about **Social Media Business Applications** by Benjamin Smith of WSI Internet Marketing along with RTO's supporting cast.

RTO has IT (Information Technology) [www.rto-wi.org](http://www.rto-wi.org)

**Does Social Media offer business benefits or is it a boondoggle?**  
Did you know shift happens: [www.youtube.com/watch?v=6ILQrUrEWe8](http://www.youtube.com/watch?v=6ILQrUrEWe8).  
Visit this BLOG ([www.yovia.com/blogs/websuccess](http://www.yovia.com/blogs/websuccess)) with 100+ articles to discover where Social Media fits into the Digital Marketing mix.

Register for this event, via the instructions below, to obtain insights from an expert with years of experience implementing Digital Marketing & Social Media business solutions. **Learn the why, what, and how of Social Media Business Utilization.**

- Why Social Media for business?
- What works for which purposes?
- How to write a Social Media Policy Manual?
- How to get started, maintain, and measure?
- How to practice Social Media 'self-defense'?
- Request a 60 page **Social Media Strategy Kit**



## WARNING:

Some parts of this presentation contain strategies and profit making ideas that may be too intense for businesses that are not serious about their success.

**Rated E for 'Excellent'**

**PRESENTER** - Ben Smith, Certified Digital Marketing Consultant and a Leadership Racine graduate, has 8 years of related experience as a partner in WSI Internet Marketing, an RTO founding company.

**WHEN AND WHERE** - 7:30 to 8:30 a.m. + optional 30 minute one-on-one time  
Thursday, May 20 at RAMAC, 300 Fifth St., Racine, WI

**REGISTRATION INFORMATION** - Contact Al Volmut, RAMAC Training Director  
Phone: (262) 634-1931 / [avolmut@racinechamber.com](mailto:avolmut@racinechamber.com)

Or go to [www.racinechamber.com/GottaHaveIT.aspx](http://www.racinechamber.com/GottaHaveIT.aspx) for info & online registration

**Fee = \$15 for RAMAC members, \$25 for non-members.**  
**A continental breakfast will be served (with LOTS of coffee)**