

Wednesday, November 17, 2010

11:30 a.m. - 2:00 p.m.  
Radisson Hotel Toronto East  
55 Hallcrown Place

## Business Builder Luncheon

# GUERRILLA SOCIAL MEDIA MARKETING:

TURN YOUR SOCIAL MEDIA  
MARKETING EFFORTS INTO  
PROFITABLE GUERRILLA  
CONQUESTS



In today's dynamic market environment, it's important to differentiate your business and capture the attention of your audience. Join **Shane Gibson co-author of Guerrilla Social Media Marketing and Sociable!** to learn how to ensure your business stands out from the crowd.

This unique session will offer you insight into:

- The top ten attributes of a guerrilla social media marketer
- How to tap into large influential networks online and offline
- The power of nano-casting and nano-marketing
- How to develop and manage a social media marketing campaign
- Five strategies to help you maximize social media ROI

### REGISTER NOW

Members	\$65
Non Members	\$85
Member Table of 8	\$520
Non Member Table of 8	\$680

(Prices do not include HST)

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