



North Richland Hills Public Library

9015 Grand Avenue
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817-427-6800

FOR IMMEDIATE RELEASE

July 1, 2009

Free Business Marketing Workshop Offered at NRH Library

"How to Use Blogs, Twitter & Facebook in Marketing Your Small Business"

Randy and Donny Vaughn, The Marketing Twins at 1429 Creative, will be teaching a small business marketing workshop on July 9, 2009, at the North Richland Hills Public Library. Because of the popularity of social media, the workshop will focus on "How to Use Blogs, Twitter & Facebook in Marketing Your Small Business."

Participants will explore the various types of business blogs and how to incorporate a strong blogging strategy that establishes credibility as well as providing valuable content to the small business owner's target markets. In addition, the workshop will look at the popular social media platforms, Twitter and Facebook, and examine how small businesses can use these tools to create awareness, market products and services, and develop a strong network of loyal followers.

"We continue to hear from small business owners that they hear and read about how social media is the new way of marketing," said Randy Vaughn. "But, in reality, there's much confusion on how to use these social media sites in a way that can really drive traffic to your website, create customer awareness, and ultimately make a strong profit. We want to be a resource to small business owners who want to learn a strong comprehensive marketing approach that is also very practical to implement."

The workshop will be approximately 90 minutes in length and will begin at 7:00 p.m. There is no cost to attend.

The North Richland Hills Public Library is located at 9015 Grand Avenue. For more information, please call the Reference Desk at 817-427-6814.

For more information about The Marketing Twins at 1429 Creative visit www.MarketinTwin.com, call 817-657-4472 or email coaching@marketingtwins.com.

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