



A "How-to" look at winning strategies to quickly ramp up your brand and fill your pipeline.

**Join us for a Free
Marketing and Branding Seminar - Part IV
"Leveraging the Power of SEO, SEM and Social
Media"**

**Wednesday, April 6, 2011
6 - 8 PM**

**The Port Authority of NY & NJ
WTC Business Resource Center
115 Broadway, 19th Floor
Conference Room D
New York, NY 10006**

Gain new insight to evolving technologies and innovations, including SEO, SEM, social networking and digital media, to provide your organization with the tools and capabilities that will stimulate new sales and capital.

Today, having SEO, SEM and social media in place, is the same as how critical it was to have a website in place 15 years ago. Time is running out to become part of the social media community before it becomes too saturated. You should care about the ground rules for getting the best response for your brand. The how-do-we-make-money learning curve is getting shorter and shorter.

Participating early is a way to stake out territory and thought leadership in key topics, find out what is really going on in your industry, build customer relationships and create substantial customer cache.

Presented by Crystal McKenzie, Inc. (CMI) and featuring: Brett Barndt, INSPIOR.com and Brian G. Jones, CMI, this seminar will demonstrate how leading organizations use social communications to achieve tangible goals.

You will learn how to:

- Harness the total power of social media with Return-on-Investment (ROI) metrics that satisfy your bottom line
- Drive sales effectiveness with Web 2.0 Solutions
- Harvest social knowledge for customer service
- Research target keywords to gain better visibility and increase brand exposure on search engines
- Blend persuasive writing with the right keywords to make your content visible in Web searches and lure audiences—and keep them on your site
- Apply the do's and don'ts of social media
- Add optimized features to Web content like sharing links for social media networks and keyword links
- Optimize all PR content, including Web site copy, newsletters, blogs, press releases, video and still images
- Apply SEO tactics to your social media content
- Develop strategies for local search (i.e., GooglePlaces)
- Track SEO effects and measure its results to prove its value to the C-suite
- Set search strategies for mobile applications
- Stay on Google's "good" side with your linking strategy; and learn how local search is changing the SEO landscape

The seminar is free but reservations are required. Please register at WTCbrc@panynj.gov by April 4. You will receive a confirmation via email. Space is limited, so register now.

The Port Authority's WTC Business Resource Center is open to minority, women-owned, and small businesses interested in obtaining information on upcoming opportunities with WTC redevelopment and other projects, as well as to prime contractors looking for subcontractors. It is where you can come and receive one-on-one assistance on a variety of business issues including certification requirements and also meet individually with WTC construction managers to discuss contracting qualifications. Call 212 435 7843 or email WTCbrc@panynj.gov to schedule an appointment with one of our Office of Business and Job Opportunity representatives.

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233 Park Avenue South, 4th Floor New York, NY 10003 (212) 435-7803