



September BreakFACTS

Internet Marketing Strategies for Nonprofits

Facilitated by Liz Theresa

Sponsored by:



Where Each Relationship Matters®

Join us as we kick off our 2012-2013 BreakFACTS training series with a workshop dedicated to exploring how to effectively utilize social media outlets and develop your organization's internet marketing strategies! With guidance from an expert in the field, you will leave this seminar with tools and resources including a FREE worksheet to assess your nonprofit's current web presence.

This workshop will address:

- Storytelling and what THAT has to do with your online marketing strategy
- What features every nonprofit website should have
- How to use Social Media, Email Marketing, & Blogging to create buzz
- How to use simple SEO tactics improve your Google rank
- BONUS Worksheet: 25 Free-to-Use Tools to beef up your online marketing presence

Date:

September 25, 2012

Time:

8:30am Coffee & Registration
9am–12pm Workshop

Cost:

\$25/person, includes continental breakfast

Location:

Brocktonian Room
16 Belmont Street
Easton, MA 02357

REGISTER HERE!

About the Facilitator



Liz Theresa, Internet Marketing Strategist

Liz Theresa is an Internet Marketing Strategist based in the Greater Boston Area who lives and works without borders. Aside from her love of travel (she LOVES to break geographical borders), Liz works with Massachusetts-based businesses and BEYOND! She has clients across the country and welcomes those from abroad.

Her thinking is also borderless. She's captured the minds of many from a young age. Her Junior Fashion Designer Award from Goldman Junior High School was just the beginning for Liz, who just completed her Master's Thesis – a memoir chronicling the fun, the fizzles, and the failings of romantic relationships.

Getting people's attention is something Liz loves even more than breaking borders. She was an actress for about 10 years which fostered her insatiable love of expression and FAME. She quit acting because the Internet has a much larger audience than the stage. Liz Theresa uses her creative energy to infuse new life into established busi-

For more information, call 508-565-1856 or email infononprofit@stonehill.edu.

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