September BreakFACTS
Why You Need to Blog & What You Need to Blog About:
Internet Marketing Strategies for Nonprofits II
Facilitated by Liz Theresa

Join us as we kick off our 2013-2014 BreakFACTS training series with a workshop dedicated to exploring how to blog effectively and create content to get your organization noticed online!
With guidance from an expert in the field, you will leave this seminar with tools and resources including a FREE worksheet to assess the effectiveness of your nonprofit's current blog and website content.

This workshop will address:

- Basic online marketing strategies and key terms
- The answers to 'What on EARTH is a blog and what do I write about?'
- The relationship between blogging and traffic
- How you can use social media to superpower your blogs
- Basic, easy-to-implement SEO techniques to get more organic Google traffic
- What features every nonprofit website needs

Date:
September 24, 2013
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 Marketing Coach and Web Strategist based in the Greater Boston Area. She is passionate about working with small businesses and organizations to optimize their web presence and achieve their goals. She's worked with clients in Massachusetts, across the country, and around the globe. Before diving into her online business, Liz 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.

Download her free online marketing guide, the FAME Kit at http://www.LizTheresa.com

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

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