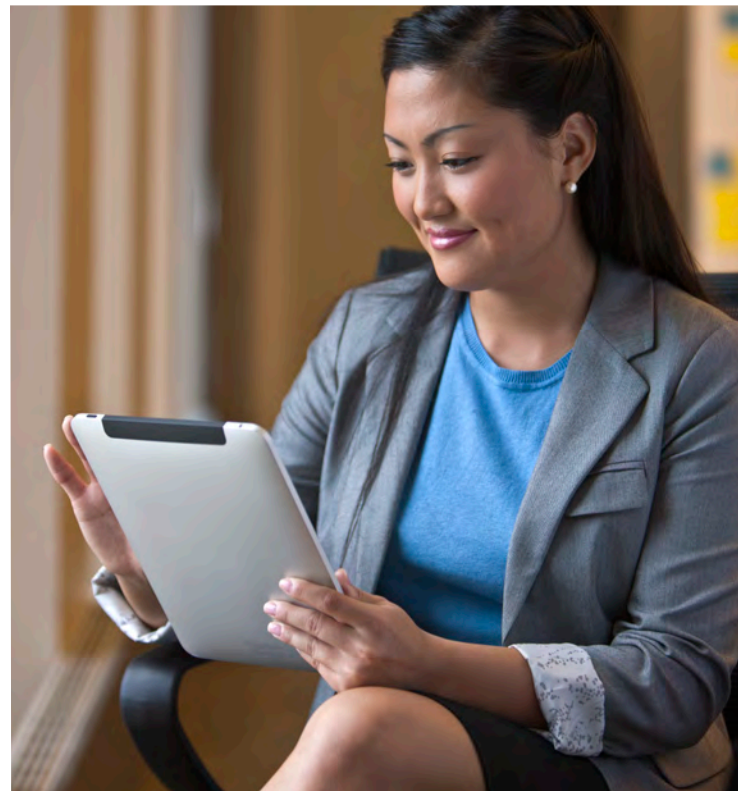


# Leveraging Social Media to Grow Your Business.

Twitter...Facebook...YouTube...blogs—Social media is everywhere and we all take part in the growing conversation in one shape or form whether we want to or not. As technology brings the global marketplace within reach of just about everyone, today's businesses are seeing more and more of the value of social media to help reach new markets across the street and around the world. Statistics show, in fact, that a staggering 90% of companies today report that social media is an important tool for growing their customer base—and their bottom line.\*

How is your business leveraging the power of social media? How can you increase the potential and reach of the social media tools you already use? Discover how you can do more with social media than ever before with this special business workshop from Xerox.



\*2011 Social Media Industry Report



# Sales and Marketing Services

## Keep the conversation going to build relationships—and delight more customers.

Building and maintaining business relationships start with communication. This insightful workshop can show you how today's businesses are using modern marketing tools like micro-blogging, blogging, social networking, video distribution, product review websites, customer-driven customer service sites—and more—to share information and content with current and potential customers, whenever and wherever they like.

## Change the way you think about communicating using the *Print Providers Guide to Social Media*.

No matter what the size of your business or your specialty, investing some time to improve your current social media methods or try new ones, can create a better connection with your customers and prospects. The *Print Providers Guide to Social Media*, your learning tool for this workshop, can show you how.

Learn more about your communication skills, your customers' wants and needs and how social media can bring them all together to help grow your business. We'll help you discover:

- Questions that should be answered by you to chart your future success
- Ways to create great content worth sharing
- An overview of the popular social media channels, how they're used, how they work and how to put them to work for your business
- A look at the services, challenges and opportunities of offering social media as a service
- How-to guides to social media for beginners and experienced users

## Plan your social media strategy.

Learn how social media fits within your marketing strategy, sales efforts and customer service initiatives and how you can use it to reduce costs and drive Return On Investment (ROI).

Topics covered include:

- The social media journey—to participate or not?
- Selecting a social media starting point
- Target audience research
- Managing your presence
- Generating content
- Measuring ROI

The Social Media Workshop is available in North America.

Speak to your local Xerox representative for more information.



The *Print Providers Guide to Social Media* is also available to assist you in understanding how social media can play a role in your overall marketing and promotional strategies. You'll learn about the popular social media channels, how they are being used and how you can leverage them for your business. How-to guides and best practice examples, along with recommendations, are also included.

For more information on our comprehensive collection of business development tools and services, contact your Xerox representative or visit us at [www.xerox.com/driveprofit](http://www.xerox.com/driveprofit)