Are you baffled by all the babble surrounding digital marketing and social media?

Do you wish you could tie it all together and have it all make sense?

Do you need your social media marketing to sync up with your website, pay-per-click advertising and search engine optimization?

Would you like to fast track the development of a digital marketing plan?

SOCIALMEDIA FOR CREDIT UNIONS

Then this action-packed full-day seminar, led by 20-year web publishing veteran, Doug Lacombe, on behalf of Celero, is for you. Doug has created customized and actionable social media advice specifically for credit unions, meant to help you improve your online marketing and communications efforts.

What will you learn?

Twitter, Flickr, Facebook, LinkedIn…the list goes on and on. Learn exactly how to integrate these critical channels into your mainstream communications practices. Using plenty of credit union and financial examples and case studies, you'll learn how social networks can be used to connect existing members and acquire member prospects.

Who should attend?

This informative workshop is for any credit union that wants to integrate social media strategies into their online and offline communications tactics.

Total cost for this one-day seminar is $450 per person. Refreshments, snacks and lunch are provided.

What credit unions are saying about the seminar...

"This was a very straightforward and no-nonsense approach to planning a social media strategy. Great points about how to protect your brand." *Marla Schlachter, Manager of Banking Operations, Bow Valley Credit Union*

"It has certainly enhanced my knowledge and awareness of social media practices which will help as we move forward in building our social media strategy. It was an awesome day!" *Lori Walsh, VP Marketing, Cornerstone Credit Union*

Course dates for the full-day seminar are **Regina – January 10** and **11, 2012** and **Calgary – January 12, 2012.**

To register, please contact **Lianne Huberdeau**, Professional Services Manager, Celero Solutions, at **204.985.4750** directly or via e-mail at lianne.huberdeau@celero.ca.

Seats are limited, so please register early.