

Grow Your Enterprise

Social Media Marketing for Entrepreneurs Workshop

Presented by the Center for Entrepreneurship

In today's rapidly evolving marketplace, how can entrepreneurs gain a competitive advantage? Listen to *Amazon* best-selling author, speaker, and founder of 14 successful companies Lon Safko present on how to transform your online marketing strategies using the latest social media tools. At this one-day event, network with corporate, nonprofit, and small business owners and learn about:

- Building meaningful and engaging customer relationships
- Creating brand awareness using powerful social media messages
- Performing effective cyber surveillance on your competition
- Reaching your desired target audience with video marketing

Revolutionize Your Business Today.

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NATIONAL
UNIVERSITY

SATURDAY,
FEBRUARY 1, 2014
8:30 A.M.-12:30 P.M.

Spectrum Business
Park Campus
9388 Lightwave Avenue
San Diego, CA 92123



COST: \$50 per person, \$40 for students & alumni (includes: breakfast & light lunch).