

Social Media for Life Science Workshop

Workshop 4: The Zen of Social Media Marketing

The Zen of Social Media Marketing: Integrate, Measure, and Adapt

Our first three Social Media for Life Science and Biotechnology Workshops concentrated on the components of successful applications and campaigns. Now, you're ready to make the whole more than the sum of the parts by integrating, measuring, and adapting your strategies and tactics. Concepts covered in this workshop include:

- Metrics
- Return on investment/relationship (ROI/ROR)
- Engagement
- Social media monitoring/sentiment analysis
- Search engine optimization
- Inbound marketing
- Existing aggregation and analysis tools



Who Should Attend

Business Development and Marketing professionals who work with non-FDA regulated life science products or services. Ideal for those interested in using social media to increase sales, leads, or visibility. Attendance at prior workshops suggested but not required.

Participants Will Receive

- Interactive presentation session from Mary Canady, using real examples from life science and biotechnology
- Printed workshop materials
- Worksheets designed to launch social media campaigns quickly
- Free follow-on session with Comprendia
 - Review of workshop 'homework'
 - Guidance for next steps

Details

Date: Thursday, December 9th, 2010

Time: 8:00 a.m.-12:00 p.m. PT

Location: GoToMeeting Webinar

Cost: \$350 (1) \$700 (2-4)

Registration ends: December 2nd

Learn more at

comprendia.com/smworkshop4



Comprendia, LLC P.O. Box 26578, San Diego, CA 92196
info@comprendia.com | comprendia.com | Ph. 858.922.6640