



# ELEVATING SOCIAL MEDIA: *More Than Just a Facebook Page*

Presented by

**Karen Fischer**  
RK Fischer and Associates

## EXCLUSIVE WEBINAR FOR SAC MEMBERS!

### **Social Media is more than using Twitter or having a LinkedIn or Facebook page!**

This webinar is designed to help business owners as well as sales and marketing professionals determine and select what social media platforms will generate optimal results for their business – not to mention how to use the different platforms effectively to maximize awareness and business outcomes.

Learn about:

- Social media best practices
- The variety of the social media tools available to help your business be more productive.
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- Understanding Social Media and How To Use It to enhance business performance
- Choosing the Right Platforms for Your Business
- Building a Strategy for Social Media in Your Business
- General Considerations for Getting Best Results with Social Media
- Tools and Techniques to Help with Efficiencies
- Measuring Results

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#### **About Karen Fischer**

Karen Fischer has had over 25 years of success in marketing, sales, channel development, and general management in the hi-technology, business services and manufacturing industries. She and her Partner Rudy Fischer, who is a CPA,CMA founded RK Fischer & Associates in 2010 to assist new and mature small businesses - an area she felt this was under-served. They are passionate about helping small business owners through growth, increased profitability, or obtaining financing. Karen has developed a Digital Marketing Course and taught at Durham College in the Small Business / Entrepreneurship Program. Together they volunteer at the Small Business Enterprise Centre in Durham Region mentoring small business owners and are a member and active committee members of the Ajax Pickering Board of Trade.



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