

# Announcing BCA'S SOCIAL MEDIA SUCCESS SERIES: FREE TO BCA MEMBERS!

Shari Stauch, co-creator of *Pool & Billiard Magazine* and website/social media consultant, has collaborated with the Billiard Congress of America to bring you this special FREE program member benefit, beginning this March!

A culminating **Social Media Success Boot Camp** will take place during this year's **BCA Expo** in Chicago, where you'll have the chance to take your skills to the next level, and show off your own Social Media Success Stories!

## RULES OF THE GAME

- ➔ Join each scheduled call and listen in for intel on website optimization, list-building and putting social media to work for you.
- ➔ Each call will last one hour, followed by open Q&A.
- ➔ A link to each session's call recording will be available for future reference (or if you can't make the live call).
- ➔ You can join in any time, or skip the sessions you don't think you need.
- ➔ Attend 50% of the sessions and earn one free 20 minute one-on-one consult during the BCA Expo.
- ➔ A private Facebook group will be available to exchange ideas and field questions between sessions.



The digital series will culminate in an all-day LIVE Bootcamp, **Tuesday** (the day before BCA Expo begins) to bring your burning questions, complete hands-on work, and compare ideas/sites with colleagues.

On **Wednesday**, a special seminar will offer up Billiard Social Media Success Stories, taken from the best of the best over the course of the series...

Here's What's in  
Store for YOU!

# BCA'S SOCIAL MEDIA SUCCESS SERIES: JUST SOME of WHAT YOU'LL LEARN

## Websites and Blogging

What are your goals and how can your site work for you? | Direct customers to your facility | Building your database | Increasing customer knowledge of game and equipment | Notifying customers of events and sales | Websites on a (realistic) budget | Questions to ask before hiring a designer | SEO - Search Engine Optimization | What do I really need on my store/club website? | What is a blog and why do I care? | Tricking out your site with website enhancements | What to do with a website once you have one | Analytics and measuring | Using site to build your list | Directing potential customers to your website | Content marketing and where to go for free, useful content



## Social Media - The "Big Three"

Using Facebook, Twitter and LinkedIn to drive your customers to your website and your business | Why you need a Facebook professional page | How to set one up (right this minute!) | What to include on your FB page | How others are using FB to connect with customers | How to "boost a post" and other Facebook advertising options | How to build a Twitter following | Why linking is important and how to "shrink" links | Twitter terminology: What's a hashtag? What's a retweet? | Using lists and search | Business or personal Twitter account? | LinkedIn - the most professional and "invested" social online community | LinkedIn sharing and research resources | Listing both your personal and business on LinkedIn | Harnessing the power of LinkedIn groups

## Let's Get Visual!

Pinterest, Instagram, YouTube | Creating visuals, boards and videos that show off your business, your products and your events | Where to get visuals and video for your site and social media platforms | Encouraging customers to share photos and video | Signing up for each account and making them work for your website and store



## Useful Tools & Tricks

Google+ gets you found faster | Hootsuite will let you post your latest news/blog on a variety of platforms, all at the same time | Social media scheduling calendars and strategies | Creating a "tribe" to share your content (and theirs) with other consumers | Using alerts and various analytics to monitor your news and results

## REGISTER NOW!

It's easy to register. Just go to [bcaexpo.com](http://bcaexpo.com) and click on the 2016 Educational Sessions blue box. You'll see a link to register for the BCA Social Media Success Boot Camp.

Upon receiving your confirmation, we'll send you the call-in details, invitation to the private Facebook group and any other information you'll need prior to joining each call.



*We look forward to a fun series together!*