



Volume 2 Issue 1 January 2013

In This Issue

[Upcoming Events](#)

[LinkedIn](#)

[Twitter](#)

[Facebook](#)

[Google+](#)

[Tips](#)

More Time2Mrkt

[Blog](#)

[Products & Services](#)

Stay Connected



Upcoming Events

January 15 - Stop the Marketing Chaos

This session with the Elgin IL SBDC will address some key aspects of your business and social media. [Register](#)

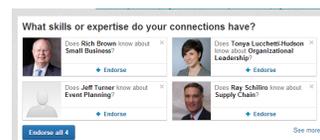
January 23 - Interactive Social Media Boot Camp

Session 9 of the series will focus on pictures and video. [Register](#)

LinkedIn

Endorsements

Have you been using the Endorsement feature in LinkedIn? Here is a article and how-to video on managing endorsements. [Link](#)



200 Million Members

LinkedIn recently surpassed the 200 million mark for members, building at 2 new members per second. Many of those members are outside the United States. [Link](#)



What you may have missed!

I put together a list of the most commented on blog articles from the Time2Mrkt blog [here](#). I would love it if you took the time to rank your favorites or share the list with your friends.

Facebook

Is it worth it?

On average on 16% of your fans see your posts without paying to promote them. Here are some tips to consider for making your time on Facebook valuable. [Link](#)

Google+

+1 with anyone

A page can now +1, share, comment and plus mention personal profiles that **have not** circled them. This is a great new feature for small business owners. Handle this new feature with care

If a friend shared this with you, add yourself to our list.



Cloud Filing

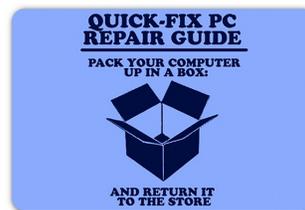
Always have your stuff when you need it with Dropbox. Sign up for free! [Click Here](#)

and respect.

Tips

Guidelines

Social media is not one-size fits all. Using it can take time and energy. I found this article with some general guidelines. I like #13. Even after all these years, it is still difficult to have definitive measurements. [Link](#)



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Let us know how we can help you optimize your social media presence!

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