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**Stay Connected**



**Upcoming Events**

**March 28 - LinkedIn Workshop**  
 8-11AM. Held at QCI in Elgin. Check my calendar for more information.  
[Register](#)

**Location Sites**

**How do you handle a poor review?**

If you have a store front and sometimes if you don't, you may have a Yelp or Google Places page or the others that allow customers to give you a review. What do you do if you get a poor review? [Read more](#)

**What you may have missed!**

**YouTube reaches 1 Billion monthly users.**

If your business isn't represented on YouTube, you could be missing valuable potential business. Call if you need help getting your channel set-up.

**Twitter**

**Sweet Tweet Cheat Sheet**

OK that is a tongue twister, but you have to check this out. I have become more enamored of this simple tool. Once you read the stats on this infographic you might like it even more as well.

**April 3 - Blog Talk Radio - LinkedIn Q & A**  
9-10AM CDT Live answers to your questions about LinkedIn. Log on [here](#)

**April 16 - Elgin Area Chamber Conversation**  
LinkedIn - Your Social Media Lead Generator 8:30-9:30AM CDT  
[Register here](#) to have your find out how to use LinkedIn to generate leads for your business.

**April 24 - Rolling Down the River B2B Expo**  
- Pheasant Run. Visit my booth and mention the newsletter post for an extra raffle ticket.

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](#)

**Twitter**  
Tweet Cheat Sheet

Twitter engagement rates for brands are 17% higher on Saturday and Sunday, yet only 19% of brand's tweets happen on the weekend.

**78%** **22%** **92%**

## Social Media

**You may not see ROI, but there is ROE**

Are you wondering if social media is worth the effort, read this article from [Forbes](#).

You may not always be able to measure the Return on your Investment unless you ask specific questions and track the sale, but there is always Return on Engagement as long as you are taking the effort to engage!



## LinkedIn

**Where do you get your Leads?**

This [article](#) by Katie Mitchell writing for WSJ advocates using LinkedIn to research and gather leads. When I teach, one of the points that I emphasize is that social media gives everyone from start-up to fortune 100 companies a level playing field. If you need to learn more about using LinkedIn to advance your business, give me a call.



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

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