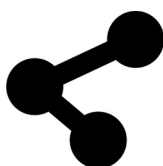
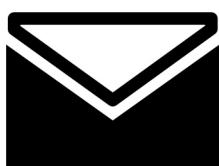


# Online Customer Acquisition Series



Part 1:  
Social Media  
Advertising



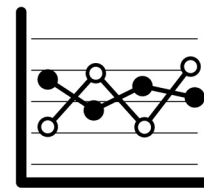
Part 2:  
Email  
Marketing



Part 3:  
Search Engine  
Optimization



Part 4:  
Search  
Advertising



Part 5:  
Google  
Analytics

## Social Media Advertising

Part 1 of the Online Customer Acquisition Series

**May 5, 2016**

6 – 7:30 pm

Science, Industry &  
Business Library

Room 018



Social media advertising is a powerful and (comparatively) inexpensive ally when targeting customers. But with so many changes in the existing platforms, plus new ones coming out often, which are the best ones to use? What are the trends for this year? **Maisha Walker** shares her expertise in the digital marketing arena and discusses how to figure out the best strategies to obtain the desired results for your business.

You can take any and all parts in the *Online Customer Acquisition Series*:

- Part #2: Email Marketing | May 24 | 6 – 7:30 pm
- Part #3: Search Engine Optimization | June 14 | 6 – 7:30 pm
- Part #4: Search Advertising | September 22 | 6 – 7:30 pm
- Part #5: Google Analytics | October 13 | 6 – 7:30 pm

**Presenter: Maisha Walker, Founder & President of Message Medium**

Maisha owns a digital marketing agency that helps successful brands achieve aggressive growth. Her column, “*The Internet Strategist*,” is the highest trafficked blog on Inc. Magazine.



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