

**FOR IMMEDIATE RELEASE****May 2009****Social Media Marketing Class at UC Berkeley Extension Offers Powerful,  
Cost-Effective Business Solutions**

*New one-day course in San Francisco teaches professionals and businesses how to effectively leverage social media platforms like Twitter and Facebook to boost business*

SANTA BARBARA, CA— Whether it's blogs, Facebook, LinkedIn or Twitter, social platforms are doing more than driving buzz — they are driving purchasing decisions across the world. Now, UC Berkeley Extension is offering a new course, Social Media Marketing, to help businesses and individuals learn how to implement successful social media strategies to gain a competitive edge and boost business.

UC Berkeley Extension instructor Lorrie Thomas designed the one-day course to cover the core concepts of [social media marketing](#), explore techniques that employ social media as a marketing tool, and present ways to develop strategy. According to Thomas, an Internet marketing veteran and self-proclaimed Web Marketing Therapist, there are huge opportunities for organizations operating on small budgets to learn how to use Social Media Marketing to create powerful and cost-effective business solutions for surviving and thriving in the current down economy.

“In this recession, it is important for businesses to stop *selling* and start *servicing*,” said Thomas, who recently launched [Web Marketing Therapy](#) to help people learn how to restore their marketing health through [online marketing training](#) and empowerment. “Effective marketing is *not* about social media tools, it’s about how to use the tools to build meaningful relationships. The organizations that focus on building a community and offering value to their members will rise above the clatter too successfully achieve their business goals.”

According to Tom McGuire, Program Director for Business and Management at UC Berkeley Extension, web marketing channels can not only attract new customers, but help retain current ones, and boost visibility and traffic for a fraction of the cost of traditional advertising mediums. “As social networks grow, more companies are re-allocating their marketing dollars to innovative Web 2.0 and online multimedia technologies, but many people are still unaware, skeptical or uninformed about the benefits and opportunities of social media,” said McGuire.

“UC Berkeley Extension remains at the forefront of education by developing courses that serve the needs of the business community and local professionals by offering the latest and greatest best practices and strategies for success,” McGuire said. “Local professionals and businesses, especially those operating on shoestring budgets, can benefit greatly from learning these social media strategies that are low cost / low risk ventures with huge potential return / impact.”

The Social Media Marketing course at UC Berkeley Extension is a one-day course that takes place on Saturday, June 13, 2009, from 9 a.m. to 5 p.m. at UC Berkeley Extension’s San Francisco Campus, 425 Market Street.

**UC Berkeley Extension**, founded in 1891, is the continuing education branch of the University of California, Berkeley. Today, Extension offers more than 1600 courses each year, including online courses, along with more than 35 certificate and professional programs. For course and enrollment information, visit <http://www.unex.berkeley.edu/>

**Web Marketing Therapy** is an organization dedicated to educating and empowering businesses and individuals to restore their marketing health to achieve maximum wealth from the web. For online classes, training and a healthy dose of marketing empowerment, inspiration, and resources, visit <http://www.webmarketingtherapy.com/>