

Healthy Marketing = Wealthy Organizations

FOR IMMEDIATE RELEASE

June 2009

**Students Still Registering For UC Berkeley Extension Course on  
Social Media Marketing June 13<sup>th</sup>, 2009, taught by Lorrie Thomas, Web Marketing Expert**

*UC Berkeley Extension's new course on the most effective online social media tools is still getting students who want to learn how to utilize these new rules to maximize marketing capabilities while minimizing costs*

SANTA BARBARA, CA- In the current climate where online social media networks such as Facebook, LinkedIn, and Twitter are growing at an alarming rate, it behooves business owners to learn how their marketing strategies can benefit from this trend. Aside from the casual social networking aspect of these interactive online platforms, businesses will find that these are the same platforms that are driving purchasing decisions. Web marketing expert, Lorrie Thomas will teach this one-day only course on "Social Media Marketing" through UC Berkeley Extension on June 13<sup>th</sup> from 8:30am to 5:30pm at the San Francisco campus.

This is the very first time that UC Berkeley Extension is offering the course "Social Media Marketing". Lorrie Thomas, a self-proclaimed Web Marketing Therapist, designed this one-day course to educate business owners on the strategies of extracting the most efficient marketing potential out of the most widely-used online social media networks. The course will cover the core concepts of social media marketing, implementation strategies, and teach ways to plan a marketing campaign by using these tools on a small budget. This course will bring value to small businesses operating on small budgets so that they can optimize their market reach in order to survive and thrive in this current 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 clutter 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."

**Enroll online at <http://www.unex.berkeley.edu/cat/course1945.html>** Spaces still available! Enrollment is open until all spaces are filled. This is a one-day course on **June 13<sup>th</sup>, 2009. 8:30am-5:30pm at the UC Berkeley Extension Downtown Center San Francisco, 425 Market St., 8<sup>th</sup> Floor, Room 802. (Enter on Fremont St).**

***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 agency services, online classes, training and a healthy dose of marketing empowerment, inspiration, and resources, visit <http://www.webmarketingtherapy.com/>