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Contact: Darla Bea Smith
Phone: (805) 895-3400
Email: darlabea@webmarketingtherapy.com

**Social Media Marketing Expert and lynda.com Author
To Facilitate Facebook Workshop in Santa Barbara**

Lorrie Thomas Ross, CEO of online marketing agency Web Marketing Therapy is guest teaching Wednesday, November 7th for a B2B Business event hosted by Montecito Bank and Trust.

SANTA BARBARA, September 2012 — An upcoming B2B business workshop discussion series presented by Montecito Bank and Trust on Wednesday, November 7th addresses a big business subject – social media. Lorrie Thomas Ross, M.A., CEO of [Web Marketing Therapy](#)®, a web marketing agency and education company, will facilitate a workshop called [Facebook 101 for Business](#) with fellow lynda.com author Justin Seeley. Local Santa Barbara businesses can network and learn from nationally recognized marketing experts on Facebook and social media marketing. During the “Facebook 101 for Business” workshop, Seeley will focus on the basics of starting a Facebook Business page while Thomas Ross will demonstrate related tech tips, search engine optimization, and social media marketing ideas. Their combined expertise will bring business savvy to the world’s largest social networking service. The session will be followed by Thinking Beyond “Likes,” a keynote speech by Matt Hicks, former Facebook Communications Manager.

Known as [The Marketing Therapist](#)®, Lorrie Thomas Ross has developed a healthy system for web marketing that diagnoses needs, prescribes the right next steps, and guides and supports companies. Thomas Ross is a marketing strategist, educator, writer, web marketing expert, speaker and author of [The 36-Hour Course to Online Marketing](#) book published by McGraw Hill and three video courses for lynda.com including her most recent, [Brand Building Basics](#). She teaches custom web marketing workshops for corporate and small businesses and also teaches web marketing courses through UC Berkeley Extension.

“Customers want to consume good content, plain and simple. Social media marketing isn’t about touting your organization; it’s about nourishing your current and prospective customer. Your Facebook updates and photos need to have value, support your values and be the voice of your organization,” says Lorrie Thomas Ross. She adds, “I am excited to serve Santa Barbara businesses and focus on this particular topic at the B2B event. Working with fellow lynda.com author Justin Seeley is an added bonus. I have a lot of respect for his educational talent and I’m thrilled to collaborate with him and Montecito Bank and Trust.”

The Facebook 101 for Business workshop is part of the [B2B series: Leadership, Financial Health, Social Media](#), presented by Montecito Bank and Trust. It will be held on Wednesday, November 7th at Fess Parker’s Doubletree Resort in Santa Barbara, from 1:00-5:00pm.

About Lorrie Thomas Ross, M.A.:

Lorrie Thomas Ross is a speaker, trainer, marketing expert, and the CEO of Web Marketing Therapy, a marketing agency and training company that prescribes healthy marketing solutions for businesses. Lorrie teaches multiple video courses by lynda.com, the online training and tutorial company, including: [Online Marketing Fundamentals](#), [Google+ for Business](#) and [Brand Building Basics](#). She speaks nationally on a number of marketing-related topics and writes for [Web Marketing Today](#) and several other online publications. Lorrie has been featured in the media as a web marketing expert in publications including Inc. Magazine, Wall Street Journal, Forbes, SUCCESS Magazine, eCommerce Times, and Entrepreneur. Her best-selling book, “[McGraw-Hill](#)

[36-Hour Course to Online Marketing](#)” is available on Amazon.com For more information visit:
www.lorriethomas.com and www.webmarketingtherapy.com.