



*Presents*

## Promote your Practice: Using Social Media and other Web Based Tools to Market your Practice

**Wednesday, December 4, 2019**

**5:30pm – 7:30pm**

**Hilton Garden Inn, 1702 Gornto Drive, Valdosta, Georgia**

Thousands of people in our area search for businesses like yours every day. Learn how to effectively use paid search and social media platforms to get more customers on the phone, on your site, and in the door.

### Google AdWords

- What is it?
- How does it work?
- How can you track success?

### Social Media Marketing

- Boosted Posts vs. Sponsored Ads
- Prospecting through precise Audience Targeting
- Tracking ROI

Get insight from an industry certified professional on these proven & effective ways to market your business online.

*A little about the speaker...*

**Kristi Hill, Digital Sales Manager, Valdosta Daily Times \* [kristi.hill@gafnews.com](mailto:kristi.hill@gafnews.com)**



Kristi provides local businesses one-on-one expertise in the vast world of Digital Marketing. She has a Bachelor's Degree in Mass Media from Valdosta State University and 14 years of local advertising experience. Kristi played a major role in developing and implementing the digital marketing campaign for South Georgia Medical Center's "Know, Then Go" platform, which received the Silver Target Award from the Georgia Society for Healthcare Marketing & Public Relations. As a Google Ad Certified Digital Specialist, Kristi has helped numerous businesses build brand awareness, target new customers and elevate their digital presence.

***Hope you can join us!***

***Please RSVP to [SGMGMAValdosta@gmail.com](mailto:SGMGMAValdosta@gmail.com).***

