

Towson/Hunt Valley BPW

(Business and Professional Women of Maryland)

Wine & Cheese & Networking

Blogging for Business

Thursday, August 9, 2012

5:30 – 8:00 PM

The Auburn Gallery

8300 Philadelphia Rd., Baltimore, MD 21237

www.theauburngallery.ning.com

GUEST SPEAKERS: TOBY DEVENS & EILEEN BUCKHOLTZ

Eileen Buckholtz, web-designer, e-marketing specialist, and multi-published author is president of Technology Concepts, Inc. (www.technologyconcepts.biz) a company providing web and e-marketing services for small businesses. Her clients include local businesses and many bestselling authors. Eileen will discuss:

- How blogs can grow your business, connect to your customers, increase traffic to your website, and improve SEO.
- What types of blogs work best for your business—expert, customer service, employee information, product announcement/information, or company news?
- Tips for hosting, designing, and managing your blog.
- Branding and publicizing your blog.
- Cross promoting via online and traditional marketing channels.

Toby Devens, award-winning author of books *My Favorite Midlife Crisis (Yet)* and *Mercy, Lord, My Husband's in the Kitchen*, has recently established the blog <http://midlifepassions.com/>. It deals with finding purpose and passion in midlife: the challenges of work, love, men, friendship, and family. She'll talk about her experiences setting up and maintaining her blog, including:

- Targeting the demographic and attracting it through choice of name, graphics and subject matter.
- The art of writing the blog: tone, rhythm, voice.
- Managing your posts: how often, how long, how disclosing.
- What every woman should know before beginning a blog.



TOWSON/HUNT VALLEY BPW BLOGGING FOR BUSINESS REGISTRATION FORM

Cost: \$10.00 • Deadline for Registration August 7, 2012

Name _____ Business _____

Address _____ City/State/Zip _____

Phone _____ E-Mail _____

_____ No. attending @ \$10.00 = _____

Mail form to or E-Mail: Donna Smith, 11204 Eastwood Dr., Hagerstown, MD 21742, 301-797-8761 • DSmith7119@aol.com

Directions: From South: I-95 N toward NEW YORK (Portions toll). Merge onto PULASKI HWY/US-40 E via EXIT 61. Turn LEFT onto CHESACO AVE. Turn RIGHT onto PHILADELPHIA RD/MD-7. Turn LEFT at SPRING AVE. End at corner of SPRING AVE. and 8300 PHILADELPHIA RD. Baltimore, MD 21237.