

# HyperTech Webinar: Optimizing Your Social Media Platforms to Engage New Customers

Learn from a technology expert on how to optimize the use of Facebook, Instagram and Twitter to engage new and existing customers and to make your business stronger

**Wednesday, February 24, 10:00-11:30am - [Sign up today!](#)**

The use of social media is transforming how customers find and select companies and make purchases. This is true for both direct to consumer businesses as well as business to business sales. Staying one step ahead of the game is imperative for companies if they wish to stand out and continue to see success.

Attendees to the HyperTech webinar will leave with a clear understanding of how to optimize their use of Facebook, Instagram and Twitter and why these platforms are so important to small and medium businesses in today's economy.

This seminar is for business owners or marketing staff who want to learn how to generate more return from their social media technology.

## DURING THIS WEBINAR WE WILL COVER:

- Creating a social media strategy
- How to generate more followers on your social media platforms
- How to advertise cost-effectively through Facebook, Instagram and Twitter
- How to measure success - metrics and analytics
- Using a consultant vs doing the work in house



## Who is it for?

For small to medium-sized companies in non-tech industries looking to grow their customer base and business revenue by implementing social media tools and tactics.

## Cost

The HyperTech webinar is free for participants.

## The Presenter

Neena Rahemtulla is a marketing strategist who helps small and medium-sized companies maximize their marketing budgets. During the past 20 years, Neena has been a marketing leader where she has focused her teams on driving measurable results using digital and traditional marketing methods tailored to the business. She has a passion for digital marketing and helped start-ups implement successful marketing programs as well as working with established companies to modernize their marketing and grow their business.

## To Learn More

- Register your attendance [here](#)
- If you have any questions, email [hello@wearebctech.com](mailto:hello@wearebctech.com)

