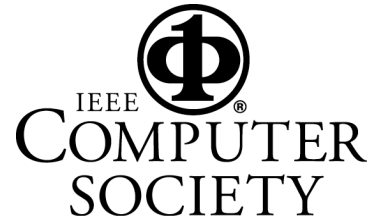


PRINCETON ACM / IEEE-CS CHAPTERS
JANUARY 2013 JOINT MEETING

Going Social: Connecting Social Marketing to Business Prospecting



Social media outreach can be connected to business prospecting in “real life” through the use of LinkedIn, Instagram, Pinterest, geolocation tools such as Foursquare, and other emerging platforms. This talk will explore the unprecedented opportunities to breathe new life into your business and connect with customers through the latest social frontiers.

Jeremy Goldman will share his experiences on the social marketing front lines and discuss how to develop new business, generate buzz, and energize your brand with the power of social media. He will cover how to develop content that promotes engagement, identifying influencers that can increase your brand’s word of mouth, and the latest digital tools for producing more relevant and targeted connections.

This talk is being co-sponsored by NJ CAMA (New Jersey Communications, Advertising & Marketing Association: <http://njcama.org>).

Jeremy Goldman is the author of the book *Going Social: Excite Customers, Generate Buzz, and Energize Your Brand with the Power of Social Media*. Jeremy Goldman has been working with companies looking to take their operations online and inject “social” into their processes for over a decade. Jeremy earned his MBA in Information Systems and Marketing at the University of Maryland’s Robert H. Smith School of Business and is a recognized marketing and social media expert. Jeremy blogs at jeremygoldman.com and curates news daily to his Twitter following of 40,000+.

==> Note – this joint meeting will start 1/2 hour earlier than our normal monthly meetings: 7:30pm on January 17.

Date: Thursday, January 17, 2013, **7:30 pm.** (NOTE: EARLY START TIME)
(Refreshments and networking at 7:00 pm.)
Place: Small Auditorium, Room CS 105
Computer Science Building, Princeton University
Information: Dennis Mancl (908) 582-7086, Jan Buzydlowski (610) 902-8343
On-line info: <http://PrincetonACM.acm.org>

All Princeton ACM / IEEE-CS meetings are open to the public. Students and their parents are welcome. There is no admission charge, and refreshments are served.

