

Marketing seminar for South Shore businesses

Smart Marketing Strategies for Tough Times No. 2 is May 21 from noon-2pm at MontBleu in Stateline. The lunch will be followed by an optional social media workshop, from 2-3:30pm at no extra charge for any businesses interested in one-on-one help with Facebook and Twitter.

Featured guest speaker, David Thiemann, returns for a second installment of last year's Smart Marketing Strategies for Tough Times with Digital Marketing Demystified. Attendees will learn how to take advantage of interactive ways to target customers, including social media marketing, video, online advertising and directories, search, mobile, email blasts, e-newsletters and more.

Thiemann is publisher for Windsor Now and Sales & Marketing Director for Northern Colorado Communications Group based in Greeley, Colo.

Reservations are required by May 14. Fees are \$30 for Lake Tahoe South Shore Chamber of Commerce members and \$45 for non-members (materials and lunch included). To make reservations, call (775) 588.1728 or go to www.tahoechamber.org.