

SPOTTED SHOPPER SPECIAL SECTIONS E-EDITION

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THE LAKE COUNTRY ECHO AND PINE RIVER JOURNAL

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**Brainerd Lakes Marketplace**  
**April 13 & 14**  
 10 a.m. - 8:30 p.m. 9 a.m. - 5 p.m.  
 at the Brainerd Area Civic Center  
A show event by the Brainerd Lakes Chamber

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Wednesday, March 21, 2012

3:24 PM on Wednesday, March 21, 2012

## Social media in business at Community Computer Lab

Do you ever wonder if there's an easier way to reach your customers without a lot of cost or time?

Determine if social networking could be part of your answer. During a hands-on workshop led by Ryan Pesch of the U of M Extension, you will learn the tools and strategies for streamlining, tracking and simplifying your use of social media and marketing. Computers will be available or you can bring your own laptop. Participants can test, learn and even start implementing the tools during this workshop.

The workshop will be held on April 3 from 5 p.m. to 8 p.m. There is no cost to attend, but pre-registration is required.

Workshop topics include:

- \* How social networking works and how to get business from it; how to increase traffic to your Website.
- \* Facebook: Pages, groups, profiles...what really works to get more customers. Overview, setting up accounts and pages appropriately, adding events and tactics for attracting friends and fans.
- \* Twitter: Simple secrets to automate Twitter while still getting results Setting up an account appropriately; finding followers; tools to increase your followers; and tools to integrate Twitter with other social media.
- \* Using visual online tools How and when to use YouTube and Flickr.

How to track your social networking progress and results. Numbers of followers, friends, connections and incoming hits; and setting up a plan for social networking success.

\* The workshop is being sponsored by the Cass County EDC. Please pre-register for the seminar by calling 218-947-7523 or emailing at [cass.edc@co.cass.mn.us](mailto:cass.edc@co.cass.mn.us). Materials will be provided at the seminar.

\* The Cass County Economic Development Corporation is non-profit economic development corporation created to improve the business environment of Cass County. Contact one of the board members or the office at 218-947-7522 to get involved.

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In a recent media study, the Echoland-Piper Shopper was voted #1 as the top print publication in the cities of Pequot Lakes, Breezy Point, Pine River, Backus, Nisswa and Crosslake

**SPRING CONSIGNMENT AUCTION**  
 Fri., April 13 • 10 AM  
 Park Rapids, MN  
 Tractors, machinery, trailers, trucks, ATVs, vans  
**JOKELA AUCTIONS INC.**  
 Park Rapids [midwestauctions.com/jokela](http://midwestauctions.com/jokela)  
 218.538.6508

### In the Bleachers with Wheaties April 5, 2012



Pete and Wheaties talk about the start of spring sports and talk with this week's Athlete of the Week Vanessa Lane.

For more In the Bleachers with Wheaties, [click here](#)

**LAKE AREA CALENDAR of events**

- 4/11 9 AM Rosemalling Seniors Brainerd Lakes Area Senior Activity Center, Brainerd
- 4/11 11 AM Bone builders exercise group ~... Brainerd Lakes Area Senior Activity Center, Brainerd
- 4/13 4 PM Couples Spring Golf Getaway |...