



Social Media Marketing Bootcamp



Turn Web Traffic Into Foot Traffic

FabShop invites you to join us on September 23, 2013 for an all-day, in-depth look at social media for business. In six one-hour sessions industry colleagues will teach you how to turn the Internet into your own customer communication tool.



Following the EE Schenck Trends Show

Monday, September 23, 2013
8am - 5:30pm

Oxford Suites
12226 N. Jantzen Drive
Portland, Oregon

Lunch included

FabShop member \$149
Non-member \$199

Limited to 40 participants



Laurie Harsh
FabShop



Kathy Mack
Pink Chalk Fabrics



Kristin Link
Sew, Mama, Sew!



Monica Skov
West Seattle Fabric



Keli Faw
Drygoods Design

YOU WILL LEARN HOW TO

- Create e-newsletters that get results
- Generate ideas for your shop blog
- Encourage foot traffic on Facebook
- Get more visitors from Pinterest
- Develop videos that build your customer base
- Use Twitter and Instagram to deepen customer loyalty
- Make your social media drive sales
- And much more!

Spend the day learning from the best and get ready-to-use ideas to increase your shop's engagement with current and potential customers through social media, newsletters, video, and more.

You can also register online at www.fabshopnet.com

REGISTER TODAY!

FabShop Member \$149 Non-member \$199

Number of attendees _____ Total \$ _____

Method of Payment: Check Visa MC Bill Me

Credit Card # _____

Exp. Date _____ CVV _____

Signature _____

Name _____

Store Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Years in business _____

Email _____

Website _____

Not a member? Join the **FabShop** TRADE ASSOCIATION

- \$100—**Annual Membership** in the FabShopNet Retailers' Association plus 6 issues of the **FabShop News** magazine
 - Brick-and-Mortar Independent Fabric/Quilt Retailer
 - Quilting Fashion Home Dec
 - Independent Mail Order and/or E-tailers
 - Quilting Fashion Kits, Books, Patterns, etc.
 - Design Studio producing original copyrighted sewing/quilt-related items, including books, notions, tools, patterns, and/or similar products
- FabShop News** magazine (6 bimonthly issues)
 - \$45—U.S. Non-member subscription
 - \$65—International Non-member subscription
- WebCents** magazine—your guide to successful online retailing (6 bimonthly issues)
 - \$50—U.S. Subscription
 - \$70—International Subscription

