

Marketing Strategy Expert Dawn Westerberg to Present Workshop on Social Media for Nonprofits

AUSTIN, Texas, Sept. 21 (SEND2PRESS NEWSWIRE) – Dawn Westerberg, president of Dawn Westerberg Consulting LLC, will present two sessions on marketing strategy employing social media and online marketing for nonprofits at the Fourth Annual High Road to Success Conference (successfulmipusers.com/index.php) to be held in St. Louis, MO, October 20-22 2010 for nonprofit professionals.

“We’ve asked Dawn to present on social media in order to help nonprofits bring visibility to their mission and accomplishments in the community,” says Jeannie Huckstep, co-sponsor of High Road to Success Conference and managing member of Huckstep & Associates. “Dawn is an engaging speaker who successfully gives the audience practical advice that they can bring back to their organizations and easily put into practice.”

Westerberg will present two sessions, “Content is King – Fine-tuning your website and blog to deliver for your organization” and “Social Media – How it can spotlight your nonprofit.” The first session will focus on the critical content every nonprofit should have on their website and blog while the second session will instruct on how to use social media to drive traffic to the content.

“Nonprofits have a powerful story to tell. Their programs enrich communities, assist those in need, strengthen families, and educate children and adults alike,” states Westerberg. “Social media provides a platform for increasing communication about their mission which in turn can reach more people that may benefit from their services as well as potential donors and volunteers who wish to contribute to the mission.”

While many social media platforms are designed for ease of use and are often free of charge, coordinating the use can be overwhelming and building the network can be daunting. “The sessions will serve to explain and simplify the process and attendees will leave with a checklist and action plan,” notes Westerberg.

The High Road for Success Conference will include information and best practices around financial management, reporting and human resources in addition to Westerberg’s social media sessions.

Dawn Westerberg is the president of Dawn Westerberg Consulting LLC, a marketing strategy consultancy company assisting nonprofits and professional services firms from coast to coast and border to border. The author of “Fall in Love with your Business Again” (www.dawnwesterberg.com) a marketing blog, Westerberg assists executives and business owners in implementing effective marketing strategies.

* RSS news feed for Dawn Westerberg:
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