

CCE EQUINE EBLAST 050211

Correction: In the 04-29-11 issue of the CCE Equine E-Newsletter, under Webinar" the website for registering for the webinar was incorrect. The correct website is www.equestrianprofessional.com. My apologies for any confusion. Sharon T. LaPier

WEBINAR

**Equestrian Professional's Next Horse Business Seminar!
Social Media Marketing for Horse Professionals
Monday, 5/16/2011
8:00 pm Eastern**

Speaker: Elisabeth McMillan

Format: Simulcast - attend via your phone or computer

Social media is hands down the most powerful marketing and business tool horse professionals have ever had available. However, it has also changed so rapidly over the last year that few horse business owners are fully capitalizing on its benefits. This seminar will discuss how to:

- **Integrate social media into your overall marketing plan – Get your systems optimized for success!**
- **Create "social media synergy" - You'll save time and energy while increasing effectiveness!**
- **Increase your return on investment – Make Social Media deliver more customers, sales and profits!**
- **Develop and execute your plan - Get tips about what to "DIY" vs. when to hire help!**

This seminar is specifically for horse professionals and will focus mostly on strategy! If you need to learn more about how to use the individual social media platforms like Facebook, Twitter, LinkedIn and YouTube for your horse business, please watch last year's seminar (we'll send you a free link when you register) and for best results, [become a member](#) and read Equestrian Professional's Social Media Guides. We'll also be adding a few updates and special reports for our members on the day of the seminar. To register, go to www.equestrianprofessional.com and follow the links to this webinar.

About the Speaker: Elisabeth McMillan is the editor of Equestrian Professional.com and an industry expert on Social Media. She has spoken on the topic of social media marketing for UPHA, USEA, The Kentucky Horse Council, and is scheduled to speak at the CHA convention this fall. EquestrianProfessional.com was also a top 10 finalist in the 2011 ESMA (Equestrian Social Media Awards) in the categories of "Best Use of Facebook" and "Most Informative." Smart Social Media for Horse Professionals 2011" is free to all horse professionals and can be attended via your phone or computer.