



Press Release:

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The Arts Council of Lincoln County with the support of the North Carolina Arts Council will be offering a free training session to all local artists on Saturday February 25, 2012 from 11am-1pm at the Lincoln Cultural Center. Sarah Benoit of Creative Original Online Marketing will present *How to Build a Strong Online Network of Contacts*. Participants will learn how to collect information from potential customers and turn that information into an active online network of contacts.

The Internet provides many tools for connecting with others in the virtual world. The key is setting up organized systems and understanding how to choose the best online communication tools for your target audience. Find out more about how e-newsletters, e-blasts, facebook, twitter, blogging, and other online strategies can help you maintain an active customer base.

Pre-registration is suggested. To pre-register for this event, email the ACLC at artslincolnnc@gmail.com. The Lincoln Cultural Center is located at 403E Main Street, Lincolnton North Carolina.

Instructor Information:

Sarah Benoit is an Internet marketing professional based on Asheville, NC. She is owner of Creative Original Online Marketing and Director of SEO and Training at JB Media Group, LLC. Since 2003 Sarah has been developing, optimizing, and marketing websites. Her specialties include search engine optimization and social media marketing. Learn more about Sarah at <http://www.creative-original.com> or <http://www.jbmediagroupllc.com>.