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CRA Hosts a LinkedIn Seminar

So you have a LinkedIn account. Now what? Are you using it? Are you getting any business from it?

Tony Popowski, manager of public relations for Grass Roots Marketing, Eatontown, N.J., is presenting "So I've Joined LinkedIn Where Are My Sales?" to CRA (Corporate Resource Alliance) members and their guests, Tuesday February 21, 2012, at 8:30 a.m., Room 105, Brookdale Community College, the Western Monmouth Higher Education Center, 3680 Route 9 South, Freehold, N.J. 07728.

This workshop will show attendees how to use LinkedIn to connect with prospects, nurture leads, and get more business. Other information includes creating a more effective LinkedIn profile; utilizing groups, such as discussion boards, members' tabs, and search functions; using the advanced search function and Q & A tab; posting effective status updates; using the news feeds, and understanding LinkedIn sales tools.

The workshop is free but registration is required. To register for this seminar, call Andy Politi at 732-238-8290 or email atp225@comcast.net

About Tony Popowski: an alumnus of Villanova University, graduated *** laude with a B.A. in Communication: Media

Studies Track, a certification in Public Relations, and minors in Business Administration and Law/Corporate Governance.

At Villanova, Popowski served as president of the Public Relations Students Society of America and the National Communication Honor Society. He received the Public Relations Excellence in Service Award and the Communication Department Pathos Award. He completed internships with the Communication Department of the Philadelphia Soul Arena Football Team and Barton Gilanelli & Associates, a PR and advertising firm in Philadelphia, Pennsylvania.

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