



## Independent Writers of Chicago

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**FOR IMMEDIATE RELEASE**

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### **SOCIAL MEDIA MARKETING. MADE SIMPLE. IWOC (INDEPENDENT WRITERS OF CHICAGO) LEARNS THE SECRETS**

The pressure's on. Every company and their uncle seems to be out there on Social Media. Connecting. Trading vital info. Reaching potential clients. And here we are, freelance writers, feeling like Social Media outcasts. We know we should get in, but it seems so complicated! So time-consuming! Chill. At the next IWOC meeting on Tuesday, May 8<sup>th</sup>, Patricia McGuinness, principal of Shoestring Business Marketing ([www.shoestringbusinessmarketing.com](http://www.shoestringbusinessmarketing.com)), will be not only laying out all the reasons for using Social Media as part of your marketing plan, but demonstrating how ridiculously easy it is to do so.

After spending 15 years in database management, marketing, and lead generation in B2B media companies, McGuinness established Shoestring Business Marketing, a boutique firm that mainly works with entrepreneurs and others on – what else? – shoestring budgets to build and engage online audiences. In today's highly competitive job arena, Social Media is fast becoming one of the vital tools in a well-conceived marketing plan. But you have to be willing to experiment.

“Some of what you do with Social Media should just be goodwill, relationship building and sharing information with people. That's part one,” she explained. “The second part is announcing new developments in your business and pushing people to your website. Rest assured,” assures McGuinness, “most small businesses, and some larger ones, are still trying to figure out what social media marketing is all about, and how to implement it.”

There are actually others who are just as in the dark as we indies? Good to know! But all you have to do is come to the meeting and you can be ahead of the game. It's that simple.

The IWOC meeting will take place on Tuesday, May 8<sup>th</sup> at National-Louis University, Room 5033, 122 S. Michigan Ave., Chicago. Networking begins at 5 p.m. The main program is at 6 p.m. Admission is free to IWOC members. Nonmembers, \$15. (\$10 if pre-registered at <http://www.iwoc.org/calendar.htm>. Click on “May 8<sup>th</sup> IWOC Meeting.”) Following the meeting, attendees are invited to go to a nearby restaurant for a buy-your-own dinner to further discuss writing-related topics or to continue networking. For more information, call 800-804-IWOC (800-804-4962) or visit [www.iwoc.org](http://www.iwoc.org).

IWOC is a nonprofit professional association of freelance writers who work primarily throughout the Chicago metropolitan area. Together, IWOC members represent a broad range of writing talents, consultation services, and specialties serving large corporations, small businesses, and not-for-profit organizations.

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