

## FOR IMMEDIATE RELEASE

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### Educating Business Owners

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Tampa, FL – Supporting business owner’s efforts in growing their business is what LinktoEXPERT does!

LinktoEXPERT member, Kathy Perry, Social Media Consultant, recently presented a free workshop at the Bank OZK. That is just one example of how our Collaborative Cloud Community works!



Christina Ott, the Branch Manager at the 1875 North Belcher Road in Clearwater location, welcomed the education session with open arms. Bank OZK hosted and provided lunch over the noon hour for business owners to learn and network and they plan to continue to offer these types of workshops for their clients.

Perry’s discussion topics included:

- Why social media is necessary in business today
- How Facebook advertising can target your best client
- Why Facebook is an important piece of the puzzle
- What is social engagement & why it is relevant
- Why it is important to get testimonials
- How to manage your online reputation
- Case study success secrets on increasing lead generation

Kathy Perry has been a monthly guest expert featured on the Ko, Blasingame Small Business Advocate Radio Show, as a Brain Trust Member for the past 9 years. Jim Blasingame is one of the world’s foremost thought-leaders on small business and entrepreneurship as well as an award-winning author, syndicated radio host and syndicated columnist. The interviews are live and discuss how small businesses can thrive and grow. Perry introduced a new social platform, TikTok, this week along with the latest changes on Google, Facebook & Instagram. You can always learn more by visiting [www.smallbusinessadvocate.com](http://www.smallbusinessadvocate.com).

“Most people think knowledge is power, but actually it is *applied knowledge is power!*” It is not *what* you know, but what you *do* with what you know, Joanne Weiland, Founder of LinktoEXPERT stated. Our website, [www.LinktoEXPERT.com](http://www.LinktoEXPERT.com) is where you can find relevant information from business experts that will help in growing your business with ease.

You may also go to [www.KathyPerry.LinktoEXPERT.com](http://www.KathyPerry.LinktoEXPERT.com) to start receiving Perry’s information by taking two minutes to opt in: [http://www.linktoexpert.com/Subscribe/Subscribe\\_for\\_Updates.aspx?id=80](http://www.linktoexpert.com/Subscribe/Subscribe_for_Updates.aspx?id=80). More about this fascinating new platform and many others will also be found there.

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