



## Susan Leinen

*Susan Leinen Design*  
Los Angeles, California

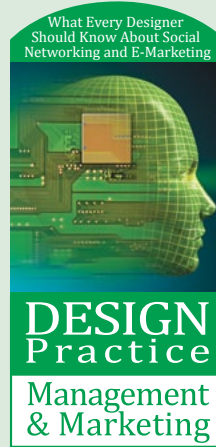
Susan is a graphic and web designer who not only enjoys the creative process, but specializes in a creative approach to every project. She sees every business

and design opportunity as a problem that may have many solutions. Susan has a background in education and software development. She is able to combine the disciplines of good design into both graphic art and web page development.

Susan's clients range from small to large companies as well as non-profits. She supports them through branding, web design, social media, e-marketing, and graphic design.

Social media and e-marketing continues to change the way specialized marketing is delivered. Free marketing tools like Facebook, LinkedIn, Twitter, YouTube, and Google Analytics can be used to their best advantage once you know how. Susan is excited to add what she has learned about this vital marketing strategy to her services that are helping businesses grow.

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## What Every Designer Should Know about Social Networking and E-Marketing

The purpose of this seminar is to integrate real-world experience with established business concepts and principals that will guide the designer on the path to sales, profits, and the ability to secure more design projects. We cover

all elements of social networking including LinkedIn, YouTube, Facebook, Twitter, Podcast, and other social networking sites and tools. The web and social networking sites and tools have opened a tremendous opportunity to reach niche buyers directly with targeted messages that cost a fraction of what big budget advertising costs. This low cost marketing tool can be the key to driving sales for the interior design community. Learn how to take advantage of this exploding phenomena.

(CEU # 8570 .3 Credits / 3 hours)

