

ACIL Webinar: Using Social media to Grow Your Lab

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ACIL WEBINAR: Using Social Media to Grow Your Lab

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Improve your sales conversion rate up to 59% using social media, an integral part of brand strategy for the most successful B2B marketing campaigns now that 46% receive their information via the social web. Learn how to use this tool to attract new clients from *Toby Bray, founder of Clarity Markets* and strategist for several Fortune 50 brands, as he discusses best practices and approaches to employing social media as part of brand strategy. This includes tools to measure marketing effectiveness and track visitor behavior to improve responsiveness to changing market conditions.

To join us . . .RSVP to Beth Horan (bhoran@acil.org) to receive the call in information.

For more information, contact [Beth Horan](#). We hope you're able to join us for this special opportunity!