



PCM is evolving but keeping things simple isn't changing.

Join the Monica community before March 31st and your PCM program will be charged at 2016 prices.

www.bit.ly/pcmswa16-17

Social Media Made Simple

Over the last 9 yrs PCM's Caron Lyon has developed a consultation model that enables clients to address their immediate project needs and identify their primary business strengths.

Gavin Forster - MD, Creative IO

"We work with Caron because we know that she will deliver. Caron takes the time to understand our brief and provides reliable and consistent results."

Morna Burdon - Theatre Director

"Skilled in the use of new technology, skilled in adapting it inventively to your needs... Let Caron lead you into the future!"

Online Identity & Social Media Management for Tomorrow.

Prioritise your social media objectives and social technology strategy using my '7 Roads of social media' consultation framework. This framework will form the foundation of your [PCM Monica SWA \(social web assistance\) program](#).

You will understand what your business needs today, to take you through to tomorrow and every tomorrow developing a practice and strategy tailored specifically to your business's interests, ambitions, audience and industry sector.

- **Increase sales**
- **Extend your audience**
- **Expand your reach**
- **Be ready for what comes next**

Do you need your social media straightening out? Are you thinking about video, starting a YouTube channel even? Would you like to present a podcast or host a webinar series? Are you ready to do more, go further, follow the trends and ride the wave of continuing innovation that is Social Media? Join a network of others who are doing the same.

For more information about PCM creative's Monica Program and Community, contact Caron today. Lock in your first 3-month consultation program at £225.

PCM creative is UK company based in Long Eaton with interests reaching into Europe and across the digital divide. Call Caron on 07889205914 to schedule a meeting, email socialmedia@pcmcreative.co.uk or arrange a [Clarity](#) call - bit.ly/swa-free-clarity