



At a Glance Information – April 2010

ANNOUNCEMENTS

- TowsonGlobal highlighted in *The Global Pulse*, “[University’s Int’l. Incubator Celebrates 3 years](#)” (March 2, 2010)
- TowsonGlobal interns featured in [Education Meets the Workforce Volume 2](#) video
- TowsonGlobal’s Clay Hickson interviewed for [TU Outreach](#) video blog (March 22, 2010)

EVENTS

- April 7 & 8, 2010 [Starting a Successful Business](#) (SCORE)
- April 14, 2010 [Smart Start your Business](#) (SBDC)
- April 14, 2010 [Towson University Showcase](#) (DECO)
- April 21, 2010 [Developing a Winning Business Plan](#) (SBDC)
- April 27, 2010 [ChinaWise Business Seminar: Know the Risks, Reap the Rewards](#) (USEAC)
- April 28, 2010 [Developing a Strategic Marketing Plan](#) (SBDC)
- April 29, 2010 [Amb. Carla Hills, Challenges & Opportunities of Doing Business in China](#) (MCBC)

Transcending Cosmetics Launches New Marketing Campaign

[Transcending Cosmetics](#), one of TowsonGlobal’s member companies, is launching its new marketing campaign, “Turning Gloom into Bloom.” The initiatives strive to use every opportunity to stretch marketing dollars and incorporate a variety of tools to help build awareness of the company’s revolutionary all-in-one foundation/concealer Natural Cover and the services of Linda Seidel—Pioneer, Makeup Artist, Author, Educator and Aesthetic Rehabilitation Specialist.

The campaign includes partnerships, radio talk shows, presentations, donated consultations, gift certificates, social media, and more. Given the challenging financial times, the campaign also is geared to giving back to customers and the community—whether through free or discounted products and services or volunteered time. The company wants everyone to have an opportunity to feel good about the way they look.

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Featured Articles

The Overlooked Side of Social Media

The Staff of the Corporate Executive Board, *BusinessWeek*, 9/11/09

Many companies have attempted to integrate social media into their marketing plans but discover they are not getting the returns they expected. A common problem is lack of management, organization, and planning. To achieve optimal use of social media smart companies will understand where they are in the journey: 1) Discovery, 2) Experimentation or 3) Adoption.

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There Are Only 4 Real Ways To Leverage Social Media

Goddard, Matt, *R2integrated.com*, 2009

Social Media can provide viable tools to boost the market visibility of a company. It is cost-effective, and allows businesses and customers to gain a better understanding of one another. However, it is argued that there really are only four main ways in which to leverage social media: 1) Reaching an existing network on line, 2) Creating your own network, 3) Sharing news with customers and peers faster, and 4) Conducting market research.

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TowsonGlobal, the Business Globalization Center, is Towson University’s international incubator that helps both domestic and foreign entrepreneurial ventures learn how to compete in the global economy, both at home and abroad. TowsonGlobal provides businesses a wide range of support, including high-quality, affordable office facilities; business counseling; mentoring; networking assistance; workshops and other educational forums. Members also draw from the experience of an active advisory board comprised of executives in technology, financial and legal services, logistics, manufacturing, contracting and venture capital fields.

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