**Presentation 1:**

<http://www.slideshare.net/worksmartemarketing/using-facebook-and-linkedin-to-market-your-business-wisconsin-emarketing-techniques-conference-breakout?qid=e7342415-f2ed-4eae-92d1-06337aa7e2da&v=&b=&from_search=5>

**Presentation 2:**

<http://www.slideshare.net/Radler27/how-to-market-your-business-on-both-facebook-linkedin?qid=e7342415-f2ed-4eae-92d1-06337aa7e2da&v=&b=&from_search=6>

**Watch** two the two different presentations located via the links above on how to market your business using Facebook and LinkedIn.

**Analyze** the two presentations by comparing the following:

* Visuals: Does the design enhance or hinder the presentation's effectiveness?
* Graphic elements: Are graphics included? Which presentation uses these elements more effectively and why?
* Is content clear and organized?
* Word choice: Is one easier to understand than the other? Discuss the differences in language.
* Overall effectiveness: Which presentation is more effective overall? Support your conclusion with examples from each presentation.

**With this in mind, complete the following assignment USING THE ATTACHED BUSINESS LETTER TEMPLATE:**

**Write** a **700-word business letter** to the chief marketing officer (CMO) of Apple, Inc., in which you recommend strategies for creating an effective presentation for Apple employees.

**You must base your reasoning and cite back to the two presentations when writing the business letter.**

**Use** **examples from your comparison of the two presentations to illustrate your recommendations.**

**Complete a Reference Page which cites in APA format the two presentations listed above.**