



PRESS RELEASE

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Linear Develops Social Media Training Program for Dealers

Security leader launches educational webinar series for dealers looking to leverage social media marketing, strengthen web visibility and organically grow their business.

Carlsbad, CA – August 10, 2012 – [Linear LLC](#), the leader in residential and commercial access control, emergency response and security solutions, announces its first-ever social media training, created exclusively for Linear dealers, scheduled to debut on August 22nd, 2012 at 1:00 PM ET / 10:00 AM PT.

The interactive training session will run approximately 45 minutes with an additional 15 minutes open for questions and commentary. The Linear team will review major social media platforms – including Facebook, Twitter, LinkedIn, YouTube, and Pinterest – assisting dealers and distributors in their quest to gain strategic advice, while discovering how best to leverage each tool to effectively build their business.

“Our success depends upon our dealers success, and with that in mind Linear wants to ensure that each dealer has access to the tools they need to substantially grow their business,” said Duane Paulson, Senior Vice President of Product and Market Development at Linear LLC *“Our dealers know that social media is here to stay, and have asked for help in regards to how best they can leverage these digital tools; we are dedicated to providing just that. Strategic social media use provides powerful access to current and potential consumers, while also providing our dealer network with the opportunity to showcase accomplishments and insight, all which supports more effective branding and stronger businesses.”*

The presentation will provide the latest recommendations and guidance for developing highly effective, optimized social media profiles, while revealing the value provided by each and highlighting their unique strengths and ability to help achieve various business goals. Dealers will also have the chance to learn from peer case studies, seeing first-hand how social media

has helped to increase business in the security and access control segments. Attendees can expect to leave with an arsenal of key takeaways and a better understanding of:

- How social media can be used as an effective customer service tool
- How and why you should optimize your social media profiles with SEO-rich keywords
- Facebook posting etiquette and how to make the most of each tweet
- How to leverage advanced engagement strategies that include YouTube and Pinterest
- And much more

The first live session of the **Social Media Training Webinar for Linear LLC Dealers will be held on August 22nd, 2012 at 1PM EST / 10AM PST.** The session will also be recorded ensuring that dealers who are unable to attend live can still reap the benefits from the information shared, when it is most convenient to their schedules.

Linear LLC encourages all interested dealers to take advantage of the new Social Media Training Program by reserving a spot today. Register now at: www.linearcorp.com/dealertraining

Linear LLC dealers can get more detailed information or register at www.linearcorp.com or call 1-800-421-1587

About Linear LLC

For over 50 years, Linear LLC has been an innovator in the security market. Linear's legacy includes the early application of passive infrared detection and radio frequency (RF) transmission, technologies that revolutionized the wireless security and access control industries. Today, Linear delivers class-leading wired and wireless products into a variety of markets serving the access control, security and home technology needs of its customers. A subsidiary of Nortek, Inc., Linear continues to expand its product and engineering prowess, leveraging the knowledge gained from strategic acquisitions and custom product development which will help lead the company into the next 50 years. To learn more, visit www.linearcorp.com.

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