

JOIN THE CONVERSATION: SOCIAL MEDIA

Drive Awareness, Brand & Sales In Today's World

Speaker: Nicole Wagner, Internet Marketing Director at Stevens & Tate Marketing

Overview: Facebook. Twitter. YouTube. LinkedIn. Over the last few years, social media networks and media sharing sites like these have grown at phenomenal rates. Your customers are conversing and it's essential that you join the conversation. Simply being in the social space is only part of the puzzle. The communication is changing daily, and you need to have a sound strategy in place to keep up. Where do you begin? And how do you know which are the best tools to use for your brand?

Learn all about the various social networks, micro-blogging, video and photo sharing sites – and how they work together to help your brand and to support your other marketing efforts. Discover how the right social marketing plan can not only influence new and existing customers, but also raise awareness of your brand. And learn how the right mix of media can make all the difference.

Format & Length:

- Customized Webinars: 45 minutes, with a question & answer session to follow (60 minutes total)
- Presentations: 60-90 minutes, with an interactive question & answer session

KEY STRATEGIES:

- Gain an understanding of the various interactive social media tools.
- Discover how social networking sites, micro-blogging, video and photo sharing sites all work together to support your marketing efforts.
- Learn the steps to creating a successful social marketing plan for your business and prospects.
- Learn how to become a part of the conversation consumers are having about your brand.

CUSTOMIZED FOR INDUSTRIES INCLUDING:

- Retail
- Real Estate & Homebuilding
- Food & Grocery
- Senior Living
- Hotels & Resorts
- Business to Business
- Travel & Tourism

About the Speaker:



Nicole Wagner
Internet Marketing
Director
Stevens & Tate
Marketing

Nicole leads an enthusiastic team in strategic planning, web development, social media and search engine marketing as well as Internet and mobile marketing. Her in-depth knowledge and extensive online experience has been instrumental in raising awareness and guiding our clients through new and emerging Web 2.0 developments.

CLIENTS SERVED:

- ALDI Food Market
- Handi-Foil
- Ryland Homes
- K. Hovnanian Homes
- Centex Destination Properties
- Strack & Van Til Food Market
- Franciscan Communities
- Provena Senior Care
- Wyndemere Senior Living
- Oakbrook Hotels & Resorts
- Marcus Hotels & Resorts
- Dale Carnegie Training



MARKETING
ADVERTISING
INTERNET

