

Effectively Using Social Media to Increase Awareness and Revenue

Not making money from social media?

Are you frustrated with social media and find it takes too much time?

Want to know how to make social media work for you?

Katherine shows audiences how to use social networking tools to increase revenue through correct branding and communication. This interactive session is fun for audience members because we look at what works and what is just social vs. professional. The creativity and wit that gets attention on facebook and twitter can hurt you on linked in. Katherine helps audience members navigate through what works and what can damage your reputation.



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Julie helps audiences envision how online social networking tools can be used to: see what people are saying about their company, research competitors, establish themselves as an expert, connect with customers and find new ones. Audience members will learn how social networking can also be used to conduct surveys, hold contests and promote events. Julie can show the audience how social media can empower everyone to connect and educate people all over the world in a positive way!



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