



# The Social Media Marketing CONFERENCE

**Building platforms and expanding reach**

## Track 1

### Social Media Content

- ◆ What's all the buzz about social media
- ◆ Social media 101
- ◆ Where, when and what to post
- ◆ Writing for social media
- ◆ Today's social media successes: case studies and examples
- ◆ Managing your reputation in social media

## Track 2

### Social Media Strategy

- ◆ What's all the buzz about social media
- ◆ Why use social media?
- ◆ Choosing the right platforms
- ◆ Measuring social media success
- ◆ Successful social media campaigns: case studies and examples
- ◆ Managing your reputation in social media



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# Increase your Internet presence, boost traffic, connect with customers and take full advantage of all social media has to offer!

Social Media is here to stay. What used to be “something only the big brands dabbled in” is now a must have marketing tool for all businesses – from smaller startups to midrange companies to today’s largest, most respected corporations.

For those just getting started – or those struggling to improve an existing campaign – the possibilities can be overwhelming: Facebook®, LinkedIn®, Twitter®, YouTube™, Instagram®, Tumblr®, Snapchat, and don’t forget blogging! How do you decide which social media platforms are right for your business when there are so many out there? Which will best help you achieve your goals? How do you create high-quality, effective content? How do you create a social media campaign that will build brand awareness, increase revenue, drive traffic to your website and help you interact positively with customers and prospects?

## *The Social Media Marketing Conference* — **A one-way ticket to social media marketing success!**

This conference was designed to help you navigate the most influential platforms, boost your social media marketing understanding and learn how to reap the many benefits that go hand in hand with a smart, well-planned social media marketing campaign. Explore the latest trends in social media, take a look at exciting new marketing techniques and gain a social media “tool box” chock full of tools, tips, tricks and how-tos.

## **Our specially tracked format puts you in control**

Each fascinating, fast-paced training session is led by our social media experts and focuses on a different aspect of social media, from beginners’ basics to advanced marketing techniques. You choose the sessions that best fit your needs, interests and capabilities. Stay on one track for the day, or mix and match sessions to create your own customized day of training — it’s all up to you. Whatever you decide, one thing is certain: you’ll come away from this conference fully prepared to make the most of the social media phenomenon.

**We’ll explore social media’s hot new creative developments, look at cutting-edge media strategies you can deploy right away and share a wealth of eye-opening ideas for integrating social media into your overall marketing plan. Spend one phenomenal day with us and become a social media marketing superstar!**



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**Track One:  
Social Media Content**

**Track Two:  
Social Media Strategy**

9:00 a.m. – 9:45 a.m.

Opening Session:  
**What's All the Buzz About Social Media?**

10:00 a.m. – 10:50 a.m.

Session 1A:  
**Social Media 101**

Session 1B:  
**Why Use Social Media?**

11:00 a.m. – 11:50 a.m.

Session 2A:  
**Where, When and  
What to Post**

Session 2B:  
**Choosing the Right  
Platforms**

LUNCH BREAK (on your own) 12:00 p.m. – 1:00 p.m.

1:10 p.m. – 2:00 p.m.

Session 3A:  
**Writing for Social Media**

Session 3B:  
**Measuring Social  
Media Success**

2:10 p.m. – 3:00 p.m.

Session 4A:  
**Today's Social Media  
Successes: Case Studies  
and Examples**

Session 4B:  
**Successful Social Media  
Campaigns: Case Studies  
and Examples**

3:10 p.m. – 4:00 p.m.

Closing Session:  
**Managing Your Reputation in Social Media**

## Did you know

- ◆ More than 1 billion people use Facebook® daily. 41% of U.S. small businesses and 84.7% of U.S. companies with 100+ employees use Facebook®.
- ◆ 79% percent of all social media time is spent on mobile.
- ◆ Only 12% of Millennials say that their first choice in researching products and services is to consult a sales associate, yet 45% will use online resources to research business purchases.
- ◆ 67% of consumers have used a company's social media site for customer support.
- ◆ 94% of B2B marketers use LinkedIn® as part of their content strategy and 66% rank LinkedIn® as the most effective platform for their business.

# Conference Agenda:

A detailed look at what each session has to offer

## Opening Session: What's All the Buzz About Social Media?

(9:00 a.m. – 9:45 a.m.)

In this session, join both instructors for an eye-opening look at social media: what it is, how it works, the latest trends and developments and what you need to be aware of to fully utilize its powers for your own organization. This session will guide you in defining your social media goals and help you decide which conference track and/or individual sessions are the best fit for you.

## Track One: Social Media Content

This track focuses on the creative side of social media and is designed for people who are interested in writing and posting content, and for those just getting into the social media arena.

### Session 1A: Social Media 101 — A Social Media Primer

(10:00 a.m. – 10:50 a.m.)

Facebook®, LinkedIn®, Twitter®, YouTube™, Instagram®, blogging ... help! With so many platforms to choose from, how do you decide which is right for your business? Should you just go ahead and use them all or combine three or four into a more focused social media marketing effort? In this session we'll introduce you to all the main social media platforms and explain which sites are best for building your business, increasing internet presence, boosting site traffic and communicating with customers. Demographically, these platforms can skew very differently. We'll show you the numbers and give you the tools you need to make smart decisions regarding the most effective use of social media platforms. You'll learn:

- ◆ Who's using which platforms
- ◆ How to get started on presence platforms like Facebook® and LinkedIn®
- ◆ Strategies for using communications platforms such as Twitter® and blogs
- ◆ When to utilize media sharing platforms like YouTube™, Instagram® and Pinterest®

### Session 2A: Where to Post, When to Post and What to Say in Your Posts (11:00 a.m. – 11:50 a.m.)

Status Updates, Tweets, News Feeds, Blog Entries ... confused about where to post, when to post, even what to say in your posts? Take a deep breath and relax. This session walks you through your options and shows you where you should spend your time and efforts for optimum ROI. Believe it or not, there's an art and science behind "social timing" — and we'll reveal the best posting and updating times and methods for reaching specific audiences. We'll also clue you in on what kind of content will best satisfy customer expectations, offer value, create interest and keep your readers coming back for more.

- ◆ Learn to leverage the power of social media without spending hours at it every day
- ◆ Discover how often you should be active on each of the platforms you've included in your social media marketing campaign
- ◆ Find out what kind of content you should post to boost reader interest, drive site traffic and support your business' marketing goals

### Session 3A: Finding Your Social Media "Writing Voice"

(1:10 p.m. – 2:00 p.m.)

Writing for social media is different from other types of business writing you may be familiar with. Your audience, message and method of delivery all differ greatly from corporate America's typical memos, emails, reports and letters. If you've never written tweets, Facebook® posts, status updates, blog content, YouTube™ video descriptions or other social media content, chances are you're nervous about starting out. In this session, you'll discover best practices, writing tools and techniques for communicating via the primary platforms (Facebook®, Twitter®, blogs, etc.) and creating content that is relevant, interesting, informative and concise.

- ◆ How writing for a social audience differs from writing for a "nonreciprocal" audience
- ◆ Hashtags, acronyms, character limits and jargon – How to decode a platform's "voice" and culture
- ◆ Creating compelling content that keeps readers coming back
- ◆ How much content can you reuse, recycle and repurpose?
- ◆ The importance of being authentic, personable, friendly and knowledgeable
- ◆ Tips, tools and tricks for creating killer headlines and irresistible openings

### Session 4A: Today's Social Media Successes — Case Studies and Examples (2:10 p.m. – 3:00 p.m.)

Everyone on the planet seems to be feverishly tweeting, updating, blogging, posting, but who's actually successful at it? Which businesses are growing and thriving due to well-thought-out social media marketing plans? Which ones are enjoying increased profits and seeing positive Internet buzz about their products and services? Who interacts with and supports their customers through social media? In this session, we'll provide you with examples of companies who have valued social media presences that reflect their corporate identities and principles. You'll see how they are able to leverage the power of the platforms without compromising who they are. And you'll discover how modeling their social media successes will help you achieve your own.

- ◆ Examples of corporations, small businesses, not-for-profits, educational organizations and more who are using the power of social media to market their businesses successfully





## Track Two: Social Media Strategy

This track focuses on the strategic side of social media and is designed for people who are trying to get their company started in social media and/or are interested in optimizing their existing social media presence.

### Session 1B: Why Use Social Media? What Can It Do for You? (10:00 a.m. – 10:50 a.m.)

As more and more individuals and businesses climb aboard the social media bandwagon, you may be wondering if it's all really worth it. What's behind the hype? Is social media really the next big marketing tool for businesses? How can you harness its power for your own organization? In this session, we'll show you how to create, expand and manage your organization's social media presence. We will also discuss how social media can be used successfully to market products and services, promote your name and brand, generate leads, increase revenue, build brand awareness and connect with customers.

- ◆ Your customers use social media, shouldn't you?
- ◆ Strategies for generating revenue through social media
- ◆ Business-to-Business and Business-to-Consumer social media models
- ◆ How to grow your followers through the marketing power of "likes," "re-tweets" and "comments"
- ◆ Easy ways to use social media to increase traffic to your website and improve SEO
- ◆ How to integrate your traditional marketing channels with social media marketing

### Session 2B: Which Platforms Should I Be On? (11:00 a.m. – 11:50 a.m.)

Creating a marketing campaign through social media may seem overwhelming — there are so many platforms to choose from! Facebook®, LinkedIn®, Twitter®, Blogging, while these seem like obvious choices, what about YouTube™, Instagram®, Pinterest®, Snapchat, Tumblr®, or Reddit®? We'll help you sort through other popular platforms and determine which will meet your organization's social media marketing goals, including advertising, distributing information about new products and services, networking and keeping up with your customers. You'll also learn which platforms provide the best opportunities for expanding your social media footprint once you've mastered the basics.

- ◆ The "Top Tier" platforms and how to use them — Facebook®, YouTube™, Twitter®, LinkedIn®, Blogging
- ◆ The "Second Tier" platform benefits you must be aware of
- ◆ Learn to harness the power of cross-platform branding
- ◆ How and when to expand your social media footprint

### Session 3B: Measuring Social Media Success (1:10 p.m. – 2:00 p.m.)

"I am running several social media sites and have deployed several campaigns, but I am not sure if they were successful or not ..." Luckily, you don't have to take the "throw it against the wall and see if it sticks" approach to measure your social media efforts. Your social media ROI can be measured accurately, in any number of ways:

increased revenue, new customers, brand awareness — whatever results are most important to you. In this session, you'll learn what to measure, how to measure and how to interpret your results. We'll reveal numerous tools, formulas and metrics for measuring, tracking and analyzing your social media campaigns across the various platforms.

- ◆ What can you measure? Re-tweets? Likes? Comments? Page views? Shares?... How do you use that information?
- ◆ What is the most important social media metric?
- ◆ The basics of Web analytics and how they can help you make good choices
- ◆ Monitoring tools that are the most effective for your needs

### Session 4B: Successful Social Media Campaigns: Case Studies and Examples (2:10 p.m. – 3:00 p.m.)

What defines a great social media marketing campaign? What should your campaigns include to be successful? How do other companies do it — and what can you take away from their best practices? A good social media campaign engages readers and is compelling, imaginative and interactive. It is also targeted to a specific market segment and utilizes the platforms that will best reach that targeted audience. In this session, we'll delve into real-world examples of some highly effective campaigns, and show you how to borrow from their successes to create your own.

- ◆ What are the elements of a successful campaign?
- ◆ Examples of successful campaigns from a variety of industries — education, not-for-profits, small business, enterprise, business-to-business and business-to-consumer
- ◆ Best practices, tools and tips for creating, launching and maintaining campaigns that accomplish what you want them to

### Closing Session — Managing Your Reputation in Social Media (3:10 p.m. – 4:00 p.m.)

One of social media's greatest assets — its interactive, all-access nature — is also its greatest shortcoming. Online reputations can be destroyed with a single click, a negative video can go viral in an instant and a few negative comments can quickly morph into a collective feeding frenzy. How do you manage your company's reputation through social media? Can you prevent negativity from tarnishing what you've worked so hard to build? Should you even try? These are tough, timely questions, and we'll answer them all — honestly and straightforwardly — in this closing segment.

- ◆ Addressing internal stakeholder fears — how to inspire confidence and alleviate concerns
- ◆ How to respond when someone leaves negative comments, complaints or rants on your site
- ◆ Find out why the worst plan of action is either to ignore or try to prevent negative comments — and what to do instead
- ◆ How to not only accept, but embrace, negative comments as opportunities to improve your products and services
- ◆ How to monitor what's being said about your organization and your brand
- ◆ Why monitoring review platforms like Yelp® and Google™ My Business is more important than ever

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# The Social Media Marketing Conference: designed and presented by our social media experts

At CareerTrack, our programs are created and presented by experts with real-world, in-the-trenches knowledge and experience. Hundreds of hours of testing, revising and developing goes into our programs, guaranteeing the content reflects the best practices, proven strategies and revolutionary ideas that are being put to use in successful organizations right now. We focus on solid information, not fluff or filler content. Our presenters “know their stuff” inside and out ... and are skilled at sharing their knowledge in a way that’s understandable, accessible and immediately applicable.

**The Social Media Marketing Conference represents the collaborative efforts of our team of social media experts — individuals who have helped countless businesses across all industries implement social media marketing strategies.**

**Rest assured that when you choose CareerTrack for your training needs, you are getting the best instruction in the business, bar none.**

## Who should attend?

Professionals in marketing, sales, advertising or public relations; non-profit, education and government organizations; managers and supervisors; copywriters, corporate communicators, business strategists, small business owners — anyone interested in including social media strategies in their overall marketing plan should plan on attending this conference.

## Like all our programs, this conference is 100% guaranteed!

**All of our seminars are 100% SATISFACTION GUARANTEED!** If you don’t feel you gained an incredible amount of practical information, new ideas and super techniques for creating your own social media success story, let us know! Just send us a letter (Attn: Customer Relations) within 30 days of your seminar attendance stating the reason you were not satisfied, and we’ll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free*.



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**Quick Confirmation!** To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your email address and/or fax number.

## Cancelled and Substitutions

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note that if you do not cancel and do not attend, you are still responsible for payment.

## Please Note

- You will be notified by email, fax and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).
- Walk-in registrations will be accepted as space allows.
- For seminar age requirements, please visit <http://www.careertrack.com/faq.asp#agerequirements>.
- Please, no audio or video recording.
- You will receive a Certificate of Attendance at the end of the program.

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If you are tax-exempt, enter your tax-exempt number in Section 4 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

## Tax Deduction

If the purpose of attending a CareerTrack program is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

## Continuing Education Units (CEUs)

CareerTrack offers CEU credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines and approval is at the discretion of your licensing board. **Questions or concerns should be directed to your professional licensing board or agency.**

## Continuing Professional Education (CPE)

Fred Pryor Seminars and CareerTrack are registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.learningmarket.org](http://www.learningmarket.org). Fred Pryor Seminars and CareerTrack's Sponsor ID number is 109474. This course qualifies for 6 CPE credits.

## Completion & Continuing Education Certificates

To obtain a certificate documenting your completion and/or CEU or CPE credits, please visit [www.careertrack.com/certificate](http://www.careertrack.com/certificate). Certificates will be available 10 days after your event has ended.

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# The Social Media Marketing CONFERENCE

## Building platforms and expanding reach

- ◆ Choose the right social media platforms
- ◆ Find your social media "writing voice"
- ◆ Social media time management techniques
- ◆ Case studies and examples
- ◆ Measure social media success
- ◆ And much, much more!

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**YES!** I'm ready to learn about effective social media strategies for my organization. Enroll me today!  
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Seminar City: \_\_\_\_\_  
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**2**

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Address: \_\_\_\_\_  
City: \_\_\_\_\_ St: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Tele: \_\_\_\_\_ Fax: \_\_\_\_\_  
Approving Mgr's. Name:  Mr.  Ms. \_\_\_\_\_  
Job Title: \_\_\_\_\_  
Email Address: \_\_\_\_\_  Business  Home  
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**WHO WILL BE ATTENDING**  
**3**

Mr.  Ms. \_\_\_\_\_  
Job Title: \_\_\_\_\_  Business  Home  
Email Address: \_\_\_\_\_  Business  Home  
 Mr.  Ms. \_\_\_\_\_  
Job Title: \_\_\_\_\_  Business  Home  
Email Address: \_\_\_\_\_  Business  Home  
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**4**

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Card Holder's Name: \_\_\_\_\_  
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