



Gina Schreck Programs

Topic: DEEP DIVE into Strategic Social Marketing: Using Today's Tools To Build Business

There are so many social tools available today and anyone can become overwhelmed and paralyzed trying to use them all. This program will explore the most popular social media tools and how each is used to build relationships and ultimately, business. From Instagram, LinkedIn and Google Plus, to Twitter, Pinterest and Facebook, businesses today must understand what the tools are and if their target market is active on the sites.

In This Session, Participants Will Learn:

- ✓ How to optimize their personal LinkedIn profiles for greater reach, more powerful marketing and establishing themselves as thought leaders in their industry.
- ✓ What apps to include for maximum marketing power and how often to be “social” on LinkedIn.
- ✓ How to use Facebook for both personal AND professional connections without blurring those lines.
- ✓ How to manage a business page that engages a community of potential clients for you.
- ✓ Why Twitter is the most powerful social sales tool available for anyone in business and how to get on board.
- ✓ How to create lists on Twitter for content that keeps you learning as well as prospects you want to engage and build relationships with.
- ✓ How to use Google Plus to increase your search power.
- ✓ How often to post and how your posts differ to engage your audience with Google+'s visual power.
- ✓ What are Hangouts and how you can use them to add value to your clients.
- ✓ How to think “social” as a business. Everyone can be a content creator and visual storyteller for your business and brand. We will explore Instagram, SlideShare and Pinterest to discover ways to connect with leads on each platform.