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NAMED "ONE OF THE 10 MOST BOOKED CORPORATE AND ASSOCIATION SPEAKERS IN THE U.S."

NAMED "TOP WOMAN BUSINESS SPEAKER YOU NEED AT YOUR NEXT EVENT"

NAMED #1 ON LIST OF "26 HOT SPEAKERS"

FEATURED ON CNBC, IN FORBES, BUSINESSWEEK, ON CNNMONEY, AND SIRIUS/XM RADIO.

## Tips & Tricks for Taking Social Media to the Next Level

### ABSTRACT:

So, you're blogging, tweeting and posting away and your fan base and followers are growing accordingly. Now what? What are the next steps in social media? How do you monetize it, track it and keep it growing?

This session will focus on how to use social media to build your brand and elevate your B2B marketing. The social media landscape is changing fast and new tools are entering the picture that make consumer connection, dialogue and purchase influences easier and better than ever. This session will cover key tips on what's new in social media marketing as well as best practices and top tips to try. Along the way, a few social media marketing myths will also be shattered.

### KEY POINTS:

- Participants will learn the latest developments in social media marketing: actionable strategies and tactics that you can implement immediately.
- Attendees will learn what other successful NAED members are doing in the social media sphere and how it's working.
- The latest tools and apps will be covered as well as how specific tools, such as iPads, are being used to close sales and enhance customer service.
- Best practices and specific strategies will be shared to illustrate how companies and organizations are using these powerful tools to grow business and deepen relationships.
- A look at the horizon and what's coming will also be covered.