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## Two-Day Seminar!

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# Social Media for Marketers: From Facebook® to Pinterest™ ... and Beyond

Atlantic City, NJ • September 20 and 21, 2012

### Faculty

**Moderator – September 20, 2012:**

**Christine Rochelle**, PCG Digital Marketing

**Moderator – September 21, 2012:**

**Luke Glasner**, Glasner Consulting

**Ed Andriessen**, Business Training Resource

**Daniel Beldowicz**, Single Throw Internet Marketing

**Stephen Murphy**, PCG Digital Marketing

**Brittany Elizabeth Richter**, PCG Digital Marketing

**Brad Tornberg**, E3 Consulting Partners, LLC

For more information about our speakers, go to [www.associationofmarketing.org/ID390000](http://www.associationofmarketing.org/ID390000).

### Continuing Education Credit



This two-day seminar qualifies for 2.0 credits toward your CMM certificate.

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To learn more about earning CMM credits visit [www.associationofmarketing.org/cmm](http://www.associationofmarketing.org/cmm).

### Your social media opportunities are limitless ... are you taking advantage of them?

As we rely more and more on the Internet and technology as the source for information and entertainment, it is becoming even more powerful as a marketing and business building tool. You need to go where your customers are, and they're online.

Social media is hotter than ever, so understanding it and using it to your company's advantage is crucial. It's a way to stand out in an overcrowded marketplace and to build loyal fans. Your social media opportunities are only limited by your time to implement it. Learning how to tap into its power and how to develop a social media strategy is key. For bootstrapped companies, most of these marketing opportunities are free or low cost, requiring only decent writing skills and a well thought out strategy.

Register today to reserve your seat at this must-attend seminar!

### Benefits for You

- Find out which social networking options are right for your business
- Increase your search visibility using social media
- Gain new customers and generate revenues by incorporating videos in your social media campaigns
- Discover the difference between Google+® and other social media sites



**ASM** The ASSOCIATION of  
**STRATEGIC MARKETING™**

Register at [www.associationofmarketing.org/ID390000](http://www.associationofmarketing.org/ID390000) or call 866.226.0828

# Seminar Agenda

Thursday, September 20, 2012

8:30 AM – 9:00 AM

**Registration**

9:00 AM – 10:00 AM

**Social Media: State of the Industry**

— Daniel Beldowicz

- Are You Present?
- The Social Media Gap
- Social Media BS
- What's Next

10:00 AM – 10:15 AM

**Break**

10:15 AM – 12:15 PM

**Google+® for Business**

— Brittany Elizabeth Richter

- What Is the Importance of Google+®
- How to Create and Optimize Your Profile
- How to Develop a Content Strategy
- Best Practices

**Human Element of Social Media**

— Brittany Elizabeth Richter

- The Zero Moment of Truth
- Why the Human Element Is Important
- Best Practices: How to Showcase the Human Element
- How This Creates a Loyal Fan Base

12:15 PM – 1:15 PM

**Lunch (On Your Own)**

1:15 PM – 3:15 PM

**Using Pinterest™ to Generate Traffic and Showcase Company Culture**

— Christine Rochelle

- What Is Pinterest?™
- What Are the Best Practices?
- Do's and Don't
- How to Generate More Website Traffic

**Blogging to Supplement Your Social Strategy and the Importance of Social Sharing**

— Christine Rochelle

- How to Choose Your Blog Program That Fits for You and Why
- Blogger, Wordpress®, Squarespace®, Tumblr™ – What's the Difference in Engagement, Search, and User Experience
- Discovering Your SEO Strategy and How to Incorporate It Into Your Content
- Writing SEO Content
- Creative Linking Strategies Using Social Media to Increase Your Rankings
- How to Share Your Voice for SEO Without Turning Away Readers

3:15 PM – 3:30 PM

**Break**

3:30 PM – 4:30 PM

**Crush It on LinkedIn®: Building Trust, Relationships and Referrals**

— Stephen Murphy

- Create an Optimized Profile that Enhances Your Personal Brand
- Learn Systems to Build and Leverage Your Business Network
- Become an Expert in Your Field Using Groups, Discussions and Questions

Friday, September 21, 2012

8:30 AM – 9:00 AM

**Registration**

9:00 AM – 9:45 AM

**5 Ways to Use Online Tools to Drive More Sales**

— Brad Tornberg

- Online Calls to Action – Ways You Can Use Your Web Site to Get More People to Act Offline
- O2O Advertising – How to Use Online Advertising to Drive People to Your Offline Business
- Networked Networking – How to Use Online Tools and Networks to Make Traditional Networking More Effective
- Local Social Groups – How to Create and Facilitate Local Interest Groups Using Online Tools
- Online and on the Go – How to Take Advantage of Mobile Use to Drive on the Go Folks to Your Business

9:45 AM – 12:00 PM

(Break 10:30 AM – 10:45 AM)

**The Video Explosion – Exploiting Video to Make Your Social Media Campaign Stand Out**

— Ed Andriessen

- Why Should Every Social Media Campaign Include Web Video Marketing?
- Why Has Video Become so Popular?
- What Are the Costs of Video Marketing?
- What Are the Various Types of Video, and What Are the Benefits of Each?
- What Is the Process for Planning, Creating and Distributing Promotional Web Video?
- How Do You Include Web Video Within Social Media Campaigns?
- How Do You Avoid Looking Amateurish?

12:00 PM – 1:00 PM

**Lunch (On Your Own)**

1:00 PM – 3:00 PM

**Using YouTube® for Business**

— Luke Glasner

- Optimizing Your Channel
- Creating Content
- Building Viewership
- Measuring Results

**Social Search: Why the Line Between SEO and Social Is Gone**

- Social Media Optimization: SEO + SM = SMO
- Pay per Click, It's Not Just Adwords® Anymore
- Social Sharing and Tracking
- Changes in Search Algorithms and Tactics

3:00 PM – 3:15 PM

**Break**

3:15 PM – 4:30 PM

**Utilizing QR Codes® in Your Social Media Business Strategy**

— Daniel Beldowicz

- What Is a QR Code®
- How to Make a QR Code®
- QR Codes® for Business
- Social Media QR Code® Success

Register at [www.associationofmarketing.org/ID390000](http://www.associationofmarketing.org/ID390000) or call 866.226.0828

# Presented by:

## **Ed Andriessen**

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- CEO at Business Training Resource
- Internet marketing consulting, training and development for small businesses
- Practice areas include Wordpress® blog site development, email marketing, web video marketing and webinar marketing
- Frequent speaker on technology topics for the Mercer Regional Chamber of Commerce, The Small Business Development Center at The College of NJ and Mercer County Community College
- Member of the Mercer Chamber Technology Committee
- Can be contacted at 609-531-4776

## **Daniel Beldowicz**

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- Vice president of Business Development at Single Throw Internet Marketing
- Focuses in website development, search engine optimization, website conversion and usability optimization, social media marketing and video marketing
- More than 10 years of experience leading national interactive marketing initiatives, with clients range from Laughing Cow to Bath Fitter to some of the largest automotive groups in the nation
- Helped clients increase lead generation as much as 2,508% and return on investment up to 1,009%
- Frequently speaks on Internet marketing and social media for groups including the Business Marketing Association, American Society of Media Photographers, MoveAhead One, NJAWBO, SCORE, the Financial Executives Networking Group, Middlesex County Regional Chamber of Commerce, Morris County Chamber of Commerce, Lakewood Chamber of Commerce and Somerset County Business Partnership
- B.S. degree in management with a concentration in engineering, New Jersey Institute of Technology
- Can be contacted at 732-451-0820 extension 119 or dbeldowicz@singlethrow.com

## **Luke Glasner – Moderator**

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- Founder and principal at Glasner Consulting offering analysis, strategy, optimization/integration services in email, search and social media
- 2012 and 2011 International ECHO Award Judge at the DMA
- Co-chair of the Measurement Accuracy Advisor Board of the EEC, leading the creation of the email industry standards called the SAME Project
- Nationally recognized speaker appearing at events for Association of Strategic Marketing, Ad:Tech, DMA Annual, Email Evolution, Social Media Society and more
- Participated on NYU Team in 2010 Google® Challenge, placing in the Top 10% worldwide
- Certified as an AdWords® qualified individual in 2006
- M.S. degree in integrated marketing with a concentration in marketing analytics, New York University; B.B.A. degree in management, University of Massachusetts, Amherst
- Can be contacted at www.glasner.com or 201-885-MAIL (6245)

## **Stephen Murphy**

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- Marketing manager at PCG Digital Marketing, an award winning Inc. 500 internet marketing agency
- Founder of Get Busy Media, ranked a top 100 small business blog by Technorati
- Featured expert in 2012 Awareness report on the future of social media
- Original contributor to *LinkedIn® & Business Magazine*, part of the Social Media Mags with a 13 million circulation
- Regular LinkedIn® speaker for the NJ DOL for multiple career and social media related events around the state
- Featured on top media sites such as Fox Business, The Epoch Times, Business Insider and more

## **Brittany Elizabeth Richter**

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- Social media specialist and a client account manager for PCG Digital Marketing
- Experience included working as a social media coordinator and teaching Public Speaking to undergraduate business students at the University of Delaware
- Presented on communication research and social media strategies at six and national conferences and a number of smaller events
- M.A. degree in communication, University of Delaware

## **Christine Rochelle – Moderator**

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- Vice president of Operations, PCG Digital Marketing
- Featured in the *NY Post* in a story regarding blogging during the recession
- Freelance blogger who has worked for AOL® and MTV®
- Blogging workshop speaker who has spoken at eight national conferences in the past two years
- Invited to speak at three New York and New Jersey university events to educate students on digital marketing and blogging

## **Brad Tornberg**

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- Entrepreneur who understands the challenges facing businesses struggling with technology and lead/sales generation
- 25 years of working with more than 150 businesses (typically with C-level executives) to provide consulting, strategy development, project planning/management, business process/workflow evaluation, and computer systems/software implementation
- Technical and business expert
- Founder of E3 Consulting and holds Microsoft® certifications for customer relationship management (CRM) sales, implementation and training
- Former senior consultant/project management at Microsoft®; CEO and principal at Front2back Solutions, IMS, and Sofsearch; and director of Business Development at Wavebend
- Certified as a Duct Tape Marketing Consultant and the formation of Market Simplicity as an adjunct of E3 Consulting
- E-commerce certification, LaSalle University; programming certification, Chubb Institute and AT&T; Great Plains Dynamics instructor certification, and was the first worldwide Exact/Macola Software certified consultant in manufacturing and distribution
- M.B.A. degree in economics and finance, Farleigh Dickinson University



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### **The Association of Strategic Marketing (ASM)**

is a training and development website for marketing professionals. Stay up-to-date and informed about the latest techniques, trends and developments on the hottest topics like SEO, Writing Copy, Social Media, PPC and Email. Gain insight and advice from the experts on how to develop and enhance your marketing strategy.

As a Silver Member of ASM, your benefits include:

- Unlimited OnDemand Webinars
- 2 Free Live Audio Conferences
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- 5. Convenience** – It Doesn't Get More Convenient Than Accessing High Quality Content From Your Desk

***Don't Pass Up This Great Opportunity! Your Staff and Your Budget Will Thank You!***

**Yes!**  
Sign me up!

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- Yes!** I would like to attend – \$419 (includes free manual with attendance)
- Add a CD recording of this program – \$99\*
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- Streaming video option – \$419 (includes free manual download)
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**Amount Enclosed**

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\*Add \$8.95 shipping & handling plus applicable sales tax to product orders. Please allow four to six weeks after the date of the seminar for delivery.

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- This seminar may be recorded.
- If you need special accommodations, please contact us two weeks in advance of the program.

**CANCELLATIONS:** Substitute registrants can be named at any time. A full refund, less a \$20 service charge, will be given if notification is given six or more business days in advance. Notification of less than six business days will result in a credit that can be applied to any of The Association of Strategic Marketing products or services. If you do not cancel or attend, you are responsible for the entire payment.

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MAIL: Send this form with payment to:  
 The Association of Strategic Marketing  
 Dept. 5382, P.O. Box 2933  
 Milwaukee, WI 53201-2933

**Where Is It?**

The Atlantic Club Casino Hotel  
 3400 Pacific Avenue  
 (Boston Ave & the Boardwalk)  
 Atlantic City, NJ  
 609.347.7111

**Who Should Attend?**

This seminar is designed for marketing directors, marketing managers, CMOs, social media directors, social media marketers and other business professionals involved with their company's social media efforts.

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