

# 6 World Class Social Media Experts LIVE with ONE Purpose... To Help YOU Plan a Winning Social Media Strategy!

## SMMT Presents

### *Solving the Social Media Puzzle: 7 Simple Steps to Planning a Social Media Strategy for Your Business*



soci@lmedia  
MASTERY TOUR

#### Are you:

**TIRED** of all the hype surrounding social media and no results?  
In need of some hands-on guidance and **FRESH** ideas?  
Interested in creating **REAL** social media ROI?  
Ready to attract **QUALIFIED** clients?

#### Spend ONE day with these experts! In this information-packed social media intensive you will:

- Have 6 world-class speakers in one room working together to give you fresh ideas on how to drive real social media ROI.
- Come away with a concrete start to a cohesive social media marketing plan.
- Learn how to create an in-depth customer profile (persona) so you can hone in on EXACTLY what's important to them.
- Understand how to organize your content and plan a comprehensive editorial calendar.
- and MUCH MORE!

#### Featuring:



Kathryn Rose

Social Media Strategists and  
Co-Authors of the Best-Selling Book –  
*Solving the Social Media Puzzle*



Apryl Parcher



Lou Bortone

Internationally  
Renowned  
Video Marketing Guru



Michelle Fontaine

Facebook Expert,  
Certified Teacher,  
Speaker



Laura Rubinstein

Social Media Strategist,  
Trainer for American  
Express Cruise Planners



Lori Richardson

Named one of "Top 25  
Sales Influencers for  
2012", technology blogger

**Together these experts have built communities totaling over 3 MILLION Fans, Followers and Connections for their clients. They've driven HUGE amounts of traffic and profits, and they're here just for YOU!**

#### In addition to access to these experts for an entire DAY, each participant will receive:

- Digital copy of the best selling *Solving the Social Media Puzzle* Book and Complementary workbook
- 2012 Blog and Social Media Content Calendar – helps make planning your social media engagement that much easier
- Top 50 Blog Ideas – great for helping busy business owners get a head start on their blog
- 365 Quotes for Twitter – people LOVE to share quotes on Twitter – we've compiled a year's worth all at 140 characters or under
- **AND MANY MORE — Bonuses worth over \$200**

**Don't wait, get your ticket today! Limited seating available!**

**October 24, 2012**

**Boston – Metro West**

Best Western Royal Plaza Hotel & Trade Center  
181 Boston Post Road W., Marlborough, MA 01752

**Tickets:** Early Bird (until Sept. 30) – \$147.00, After Sept. 30 – \$297

For more details and to order tickets go to <http://socialmediamasterytickets.com>

Don't miss this  
opportunity!  
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