



American Marketing  
Association

*Presents:*

## Driving ROI with **LinkedIn**

**When:**

April 17, 2014

**Where:**

Cafe Reconcile, New Orleans, LA

**Details at:**

[amaneworleans.com](http://amaneworleans.com)

In this presentation Jeff Zelaya will be teaching you everything a marketer needs to know about getting the most value from LinkedIn for yourself and your organization. Jeff will guide and motivate you to take your LinkedIn presence to the next level and discover the vast opportunities that await – increase awareness, influence perception, generate leads, and ultimately drive revenue with LinkedIn.

Attend this workshop and you'll learn:

- Why your organization needs to market on LinkedIn
- How to leverage LinkedIn's Company Pages, Sponsored Updates, and more
- How to expand the reach and targeting of your content marketing strategies
- How to use Social Selling to find decision makers, build rapport and close more deals
- And much more...

Jeff Zelaya is the #1 Most Recommended LinkedIn Speaker under 30 and has generated \$1.2 million dollars in 18 months by using only LinkedIn. He will be share his story and on how he did it and how you can do the same! This is one workshop that you don't want to miss out on.