

UNLOCKING THE BUSINESS VALUE OF ONLINE SOCIAL NETWORKS



Outcomes

Participants will be able to explore new ways of connecting with prospects, customers, and colleagues through social media that generate new connections, new projects, and more profitable business.

Description

If you think that at least 93% of what goes on Facebook, Twitter, and blogs is meaningless drivel, you've spent time wading through the mundane, the comical, and perhaps the offensive content that gets posted daily. Avoid the big mistake that many business leaders make in thinking that social media is just for fooling around. It has serious business potential. What matters more than the recreational and trivial uses is how to enter and play profitably in the top 7% of activity, where invaluable customer feedback, loyalty, and community take place. Learn tips and techniques that go beyond the 101 basics.

Participants will take away:

- 5 proven strategies for using social media to shorten sales cycles
- A clear understanding of the criteria for success in using social media for business growth
- Tactics that align efforts and company resources, rather than detract from them
- Simple guidelines for content creation that get desirable attention and results
- A fuller grasp of how and why it is necessary to use online social networks to leverage business relationships

Time

This presentation is designed to accommodate a keynote or concurrent session lasting 30 minutes to 3 hours in venues such as executive briefings, conference keynotes, association meetings, and management seminars.

Logistics

Room and equipment requirements can be accommodated by almost any hotel or conference center with advance notice. A checklist is provided.

Delivery Flexibility

This presentation can also be adapted to fit the needs of a leadership retreat a series of executive education or continuing professional education sessions. Contact Bill Ringle for more details.

Note: This presentation can be customized to fit your format, audience, and content needs through our collaborative pre-event research process. In order to gain insight and understanding of typical challenges and needs facing your participants, Bill Ringle personally contacts representative members of the audience prior to each engagement. Contact Bill Ringle's office at 610-626-0175 with any questions or special requests.