

SocialMediaExaminer.com
PRESENTS
**Social Media
SUCCESS
SUMMIT**
2011



NEW
ROUTE



A live online conference that will **empower you to use social media to gain more exposure, better engage customers and grow your business.**

JOIN 24 LEADING SOCIAL MEDIA PROS:

- | | |
|--|--|
| • Jeremiah Owyang
Altimeter Group | • Guy Kawasaki
Author, <i>Enchantment</i> |
| • Brian Solis
Author, <i>Engage</i> | • Erik Qualman
Author, <i>Socialnomics</i> |
| • Frank Eliason
Citigroup | • Mari Smith
Author, <i>Facebook Marketing</i> |
| • David Meerman Scott
Author,
<i>Real-Time Marketing & PR</i> | • Andy Sernovitz
Author,
<i>Word of Mouth Marketing</i> |

and experts from **Boeing, Intel, Cisco, LinkedIn, Timex** and **Verizon**, just to mention a few!

STARTS MAY 3RD, 2011

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**DELIVERING
AND ENGAGING
YOUR CUSTOMERS**



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8 Steps to
Creating a Winning
Social Media
Strategy



SESSION DESCRIPTION

DATE/TIME

EVENT KEYNOTE: The Future of Social Media: A Forecast Based on Research

Instructor: Jeremiah Owyang **Topic:** Why social media now?

Is 2011 the year of integration? Find out how social media is spreading into many digital touchpoints and changing lifestyles, businesses and how we interact with each other. In this presentation, analyst Jeremiah Owyang from the Altimeter Group will provide you his social media insight, identify the trends to watch and reveal how companies are responding.

Tuesday
May 3
5pm Pacific
(8pm Eastern)

Finding and Engaging Your Target Audience With Social Media

Instructor: Brian Solis **Topic:** Engagement and Acquisition

Twitter, Facebook, Foursquare, YouTube and Groupon! These hot networks are quickly becoming standard extensions of any business's marketing strategy. But these networks represent something much more transformative. Now everyday individuals are influencing the decision-making process. They represent an entirely new cadre of authorities and experts. And they're changing everything. During this session, Brian Solis, author of *Engage*, will discuss the new world of influence and introduce strategies and tactics for identifying who exactly is influencing your market and how to engage them in ways that work for you and them.

Wednesday
May 4th
Noon Pacific
(3pm Eastern)

Facebook News Feed Optimization: How to Dramatically Increase Your Visibility and Engagement

Instructor: Mari Smith **Topic:** Facebook Marketing

As much as 90% of Facebook users do not return to pages once they like a page. This means most of your fans only ever see and interact with your Facebook page posts via their news feeds. In this exciting session, Mari Smith, co-author of *Facebook Marketing: An Hour a Day*, will reveal how to begin mastering the art and science of consistently getting in front of your fans via the news feed. It's one thing to have a great-looking fan page; it's another to have exceptionally high engagement. Mari will show you how to do both to get maximum results from your Facebook marketing!

Wednesday
May 4th
1:15pm Pacific
(4:15pm Eastern)

How to Create On-the-Fly Videos to Enhance Your Social Media Content

Instructor: Steve Garfield **Topic:** Video Marketing

Your video content is 50 times more likely to appear on the first page of search results than your standard text-based content, according to a recent Forrester Research report. Video should be part of your content mix, but creating videos can be a scary proposition. But the good news is that recent video innovations make the prospect less frightening, providing you more options than ever. During this session, Steve Garfield, author of *Get Seen*, will show you how to create videos on the fly to embed on your site or blog. He'll also provide content ideas that are best suited to video and discuss affordable and easy-to-use video cameras and equipment.

Wednesday
May 4th
2:30pm Pacific
(5:30pm Eastern)

Proven Social Media Strategies to Rapidly Grow Your Business

Instructor: Michael Stelzner **Topic:** Social Media Strategy

Are you looking to stand apart from your competitors? Do you need a new strategy-one that you'll enjoy implementing? During this high-energy session, Michael Stelzner, author of the new book *Launch: How to Quickly Propel Your Business Beyond the Competition, Despite the Odds*, will reveal his proven elevation principle strategy to grow your business. And it's not just any strategy, it's the very one he used to transform Social Media Examiner into a social media sensation. You'll learn how great content, plus other people, minus marketing messages can rapidly grow your business.

Tuesday
May 10th
Noon Pacific
(3:00pm Eastern)

13 Ways to Use Twitter Marketing to Grow Your Business

Instructor: Hollis Thomases **Topic:** Twitter Marketing

With over 190 million users generating 65 million tweets a day, Twitter's unique real-time communications platform makes marketing to a global audience as easy as typing or texting 140 characters! In this presentation, Hollis Thomases, author of the book *Twitter Marketing: An Hour a Day*, will show you how to use Twitter to build a brand (or personal brand), promote products and services, conduct market research and generate leads and sales. She'll reveal case studies and showcase some helpful Twitter tools.

Tuesday
May 10
1:15pm Pacific
(4:15pm Eastern)



SESSION DESCRIPTION

DATE/TIME

How to Ensure Your Brand Makes Customers the Forefront of Your Social Media Activities

Instructor: Frank Eliason (Citigroup) **Topic:** Social Customer Service

Customer service and social media are closely tied, thanks in large part to the efforts of Frank Eliason. As a pioneer in social media customer service (first at Comcast and now at Citigroup), Frank has extensive experience. During this session, you'll discover how to make customers the center of your social media efforts. Frank will reveal actionable tips that will help your business succeed.

**Thursday
May 12
Noon Pacific
(3:00pm Eastern)**

How Big Business-to-Business Brands Are Leveraging the Power of Social Media

Panelists: Todd Blecher (Boeing) and Stephanie Marx (Cisco)

Topic: Business-to-Business Big Brand Case Examples

Wondering how well known B2B businesses are using social media to engage consumers and prospects? Look no further! In this session, popular brands will come together for the first time to share how they've achieved social media success. You'll have the opportunity to ask your questions live to our panel.

**Thursday
May 12
1:15pm Pacific
(4:15pm Eastern)**

How to Instantly Engage Your Market, Connect with Customers and Create Products that Grow Your Business Now

Instructor: David Meerman Scott **Topic:** Real-time Marketing

Wake up! It's revolution time! Gone are the days when you could plan out your marketing programs well in advance and release them on your timetable. It's a real-time world now. And if you're not engaged, then you're on your way to marketplace irrelevance. Caught up in old, time-consuming processes, too many companies leave themselves fatally exposed by flying blind through this new media environment. You don't have to be among them. During this session, David Meerman Scott, author of *Real-Time Marketing & PR*, reveals what you need to know to seize the initiative, open new channels and grow your brand.

**Thursday
May 12
2:30pm Pacific
(5:30pm Eastern)**

Leveraging the Blogosphere to Build Audience

Instructor: David Germano **Topic:** Advanced Blogging

Are you looking to grow a large following for your blog? In this session, David Germano from Barefoot Proximity will reveal how his company has built very large blogs for *Fortune 500* companies using the power of other bloggers. He'll present case studies and share techniques on how to more effectively leverage the blogosphere. You'll discover innovative strategies to better connect with the audience you're trying to reach and how content curation can grow your following. You'll walk away with key insights on how to create scale for your existing blogging strategy.

**Tuesday
May 17
Noon Pacific
(3:00pm Eastern)**

How to Use LinkedIn to Enhance and Grow Your Business

Instructor: Mario Sundar (LinkedIn) **Topic:** LinkedIn Marketing

LinkedIn is the number-one business-to-business social media network. Mario Sundar is LinkedIn's senior global social media manager and chief blogger. With nearly 100 million professionals, LinkedIn is a social network your business can't ignore. Whether you focus on B2B marketing or sales, LinkedIn can add value for every member of your organization. During this session, Mario will reveal practical tips and tricks for everyone from CEO to marketer to small business owner.

**Tuesday
May 17
1:15pm Pacific
(4:15pm Eastern)**

How to Use Social Media to Enchant People

Instructor: Guy Kawasaki **Topic:** Social Media Engagement

New York Times bestselling author Guy Kawasaki explains how to change people's hearts, minds, and actions using social media. The session features practical tips and tricks to make your social-media presence as enchanting as can be. Topics include likability, trustworthiness, content as well as push and pull methods.

**Tuesday
May 17
2:30pm Pacific
(5:30pm Eastern)**



SESSION DESCRIPTION

DATE/TIME

Word of Mouth Marketing: It's More Than Social Media

Instructor: Andy Sernovitz **Topic:** Social Media Tactics

Word of mouth marketing is the art of getting other people to spread your message for you. It works for all marketing, but it's essential if you expect people to share your story using social media. You can't get people to share your message if you don't give them the motivation and tools to tell their colleagues. In this session, Andy Sernovitz, author of *Word of Mouth Marketing*, will reveal how to build an effective word of mouth marketing campaign that you can use to get people talking. He'll show you where to start and how to make it successful. You'll discover practical, how-to steps you can use immediately.

**Thursday
May 19
Noon Pacific
(3:00pm Eastern)**

The Science of Social Media Marketing

Instructor: Dan Zarrella **Topic:** Twitter and Facebook Marketing

More and more people are using social media sites like Twitter and Facebook to talk about companies and products with their friends and colleagues. During this session, social scientist Dan Zarrella (author, *The Social Media Marketing Book*) will reveal how social psychology motivates people to share information. Learn what drives people to share information and opinions online based on scientifically proven best practices for spreading your content virally through social media.

**Thursday
May 19
1:15pm Pacific
(4:15pm Eastern)**

Making Smart Decisions With Social Analytics

Instructor: Kelly Feller (Intel) **Topic:** Social Media Monitoring

You're likely familiar with the benefits of engaging your customers online. However, there's so much more that can be learned by monitoring online conversations about your brand. In this session, Kelly Feller from Intel will reveal the benefits of social media monitoring for any size company. She'll share how insights derived from monitoring can help influence everything from products to marketing and content plans.

**Thursday
May 19
2:30pm Pacific
(5:30pm Eastern)**

How Big Consumer Brands Are Using Social Media

Panelists: Kevin Heaps (Verizon), Shripal Shah and Pia Baker (Timex)

Topic: Business-to-Consumer Big Brand Case Examples

Wondering how mega-corporations are using social media to engage customers? Here's your answer! In this session, some of America's largest brands will come together for the first time to share how they've achieved success with social media. You'll have the opportunity to ask your questions live to our panel.

**Tuesday
May 24
Noon Pacific
(3:00pm Eastern)**

The Magic Combination of Content and Social Media

Instructors: Ann Handley and C.C. Chapman **Topic:** Content Marketing

Every company today is looking to embrace social media and dive right in. But this is not possible without also getting your content strategy in order. Authors and marketing experts Ann Handley and C.C. Chapman (authors, *Content Rules*) will reveal why content must be at the core of your social media marketing efforts.

**Tuesday
May 24
1:15pm Pacific
(4:15pm Eastern)**

How to Create a Stampede of Local Customers Via Your Facebook Page, Places and Deals

Instructor: Mari Smith **Topic:** Facebook Marketing

Are you getting all the customers you can handle for your local business? Location-based services have exploded in popularity with sites like Foursquare, Gowalla and Yelp. But Facebook Places has the largest user base. Both consumers and businesses can tap into this incredible service to receive direct benefits. Mari Smith, co-author of *Facebook Marketing: An Hour a Day*, will reveal the steps needed to effectively manage your Place page, set up enticing deals, run promotions and integrate your location-based marketing with your Facebook page.

**Tuesday
May 24
2:30pm Pacific
(5:30pm Eastern)**



SESSION DESCRIPTION

DATE/TIME

How to Hug Your Calculator: The 6-Step Process for Measuring Social Media

Instructor: Jay Baer **Topic:** Social Media Measurement

Is social media making you money, saving you money or both? The unnecessary "mysteries" of social media measurement will be cleared up in this dynamic presentation from social strategist Jay Baer, co-author of *The NOW Revolution*. In 6 steps, he'll reveal a reliable system for selecting and tracking useful as well as viable metrics to show social media's impact on your company.

**Thursday
May 26
Noon Pacific
(3:00pm Eastern)**

Creating a Social Bookmarking Traffic Explosion with Buzz Content

Instructor: Dean Hunt **Topic:** Social Bookmarking

Everyone wants to succeed with social bookmarking, but many overlook the single most important factor... the CONTENT. If your content sucks, then how on earth is it going to organically spread through the social bookmarking world? When you create buzz with content, you can sit back and watch as an army of thousands of strangers all over the world promotes your content for free. During this session, you'll learn the core principles, strategies and tricks to creating content that gets shared. Once you know how to do this, you'll have a priceless skill that can also apply to your emails, blog posts, articles, newsletters and videos.

**Thursday
May 26
1:15pm Pacific
(4:15pm Eastern)**

How to Measure Your Social Media Return on Investment

Instructor: Erik Qualman **Topic:** Social Media Roi

During this session, Erik Qualman, author of *Socialnomics*, will explore case studies of companies deriving hard returns from their social media investments. He'll look at hidden soft costs, as well as soft returns that affect the bottom line dramatically. He'll also reveal the most important question every company should ask before starting any social media campaign.

**Thursday
May 26
2:30pm Pacific
(5:30pm Eastern)**



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