

SOCIAL MEDIA DAY

New Jersey's Premier Social Media Event

JUNE 15, 2017

SHERATON MAHWAH HOTEL
One International Boulevard | Mahwah, NJ 07430



AM Presenters | 10:15-11:15 am

Intro – Tweet & Post Your Way to Business Success: Twitter and FB Basics

Karen Yankovich, @karenyankovich

Ready to get started with online marketing? This workshop will give you everything you need to get your business Facebook and Twitter pages up and running quickly and easily.

In this workshop you'll learn:

- Facebook Basics - The how, when, where, why, and what of using a Facebook business page to market your business.
- Twitter Basics - The how, when, where, why and what of using Twitter to market your business
- Simple strategies to grow your audience, and turn that audience into paying customers!

Intro I Social Media: What's New, Next & Absolutely Necessary

Robin Colner, @RobinColner

Digital and Social Media marketing has dramatically changed the way businesses attract, reach and communicate with customers and clients.

Social media options and choices are changing rapidly with new entrants and new functionality hitting the market every week. The battle for eyeballs continues to rage. How will you navigate the changes and make a positive impact on your business?

Join social media expert, **Robin Colner**, CEO of **DigiStar Media**, as she reviews the state of play in the changing landscapes for Facebook, Twitter, LinkedIn, Snapchat, Instagram, Messaging apps and live-streaming video platforms. Robin will share best practices, critical trends and winning strategies along with her top social media resolutions for businesses both large and small.

Intermediate I Video: How to Tell Your Story and Boost Fans and Engagement Using Video –

Kelly McCaughey, @greyskyfilms

We've all seen cute puppy and cat videos, and some of the crazy, smart and funny "viral" videos. Whether you hire a pro or DIY it, strategic video can do a lot for your business including telling your brand story, sharing client testimonials and more. Besides upping organic SEO, great video can engage and "sell" better/faster than many other marketing tools. Learn a few insider tricks and tips and make your videos more memorable and shareable.

Intermediate I Email Marketing: A MUST for Every Company's Marketing Mix

Susana Fonticoba, @RightClickAdv

You've attracted attention with social media, now keep them engaged with value-driven email campaigns that generate results. Attendees of this workshop will learn why email marketing is so important, the do's and don'ts of getting your readers to open, engage and act on your email messages.

Advanced I Measuring the ROI of your Digital Campaigns

Lori Highby, @lhighby and @keystoneclick

Learn the vitals to measuring the return on investment in your digital campaigns. This includes the WHAT and HOW to track your activities on Twitter, Facebook, LinkedIn and YouTube and a few other digital avenues. Tracking the correct data points allows you to properly measure the ROI of your campaigns, and tweak and needed for better results. Brilliant.

Advanced I Newsjacking Like a Pro: Use Breaking News to Expand Your Reach –

Pattie Simone, @pattiesimone and @womencentric

Learn how to jump onto and ride the wave of breaking news, to help gain more visibility, establish yourself or your firm as an expert and attract warmer leads for your business. We'll cover newsjacking best practices and examples as shared by one of the best newsjacking experts in the business, David Meerman Scott, as well as from local folks just like you, who used relevant news to boost their exposure and sales.

Media Panel I 11:25 am – 12:25 pm

Moderator - Sandra Fathi, President Affect - @sandrafathi and @teamaffect

Confirmed Panelists:

Wayne Cabot – Morning Drive Host WCBS Newsradio 880
@WayneCabot and @WCBS880

Anjalee Khemlani - Deputy Managing Editor, NJBIZ.com
@AnjKhem and @NJBIZ

Ed Forbes – Senior Director, NorthJersey.com
@edforbes and @NorthJersey

PM Presenters I 1:45-2:45 pm

Intro I Beginner SEO for Search Success

Nigel Edelshain, @nedelsha

How do you get your business to the top of the rankings on Google? This session will tell you how and in plain English. Never waded into SEO before? No problem. You will fit in just fine. In this session we will cover:

1. We will cover the main elements that determine where Google puts your business in their results
2. Keywords: What are they and how do you know if you've got good ones? Then what to do with them.
3. Links: What are they? Why are they important and how to get them?
4. What's "on page" and "off page"? And why you should care.
5. Why directories are important and what you need to do.
6. Reviews are a part of SEO...what you need to know.
7. Yes, social media is part of the SEO equation too. You'll find out how social media is involved and what to do about that.

Intro I Intro to Facebook Advertising: How to Grow Your Business Fast

Yasmin Bendror, @yasminbendror

Today, having a Facebook Business Page for your business is a *must* not a choice, if you want to expand your reach. It's as a strong, powerful and very effective marketing channel to gain exposure exponentially. But, only 1-2% of your Fans see your posts organically. Paying for exposure is a *must*. Learn the basics on how to use Facebook advertising to increase your reach and target your ideal audience by using Boosted Posts and creating Ads in Ads Manager quickly and efficiently to get results.

Intermediate I Growth Hacking for Content Marketing

Jason Diller, @jasondiller

You can't outspend your competition, but you can outsmart them. Learn how to create value-based content that attracts, converts and closes more prospects. Hear about the mindset, frameworks, technology and templates Jason has used to grow a 5-person agency into the top growth marketing agency in New Jersey, with over 22 talented employees and a 96% client retention rate. If you like fast-paced, passionate talks about digital marketing tactics that drive leads and revenue in 2017, don't miss this session!

Intermediate I Rock Your Personal Brand!

Christine Gritmon, @cgritmon

People get weird about marketing themselves. They worry about seeming fake or pushy, or that by promoting a specialty, they'll limit their other business. They worry about privacy, about professionalism, about relevance. This workshop will identify your points of difference (in a way that won't pigeonhole you into that niche), provide tips on how to express your personal brand in a way that is organic yet always relevant, and help you define the boundaries between your brand and your privacy (hint: they're different for everyone).

Advanced I Connections & Collaborations: Using Social Media & More to Build Strong Strategic Partnerships

Donna Miller, @c3Workplace

Collaboration for business owners is crucial. But we now live in a world where hand-shaking and networking has gone virtual. It's important to know how to leverage the ever-growing world of social media to connect and build relationships with the people who will help bring our businesses to the next level. At this workshop, you will learn:

- Why knowing your target market is your # 1 success factor ... and how to get clear
- The process for developing compelling messaging that connects with your target audience
- How to use social media to build strategic partnerships that can drive streams of referrals.

Advanced I Socially Savvy Crisis Communication & Management

Sandra Fathi, @sandralfathi and @teamaffect

Your crisis has a trending hashtag on Twitter, the number of Facebook shares is rising and citizen journalists are contacting your former employees for comments. Basically, the house is on fire and you need a rapid response to prevent it all from turning into ash. The one eternal truth in crisis communications is not "if it happens" but "when it happens" - will you be prepared? In this session we'll examine what has changed in crisis communications and what communications professionals and executives need to know before the disaster strikes and how to act quickly to put out the fire.

Key takeaways from this presentation will include:

- What are the current threats to your organization and how to identify new ones

- Which tools and resources you need to have in place before a crisis emerges
- Effective tactics to 'stop the bleeding' and suspend a crisis
- How to effectively sway the court of public opinion and deal with Internet lynch mobs

PM Presenters | 3:00-4:00 pm

Intro - Intermediate | Beyond Likes & Tweets, Using Content to Generate Sales and BUILD Your Brand

Ramon Ray, @ramonray

Every business owner (as well as professionals) knows they NEED to use social media. However, MOST don't know how to leverage and get the VERY most from social media and content.

In this presentation Ramon shares his proven principles for using engaging content to make sales and boost his own brand. Ramon's been invited to the White House, interviewed the President, and so much more - IN LARGE part due to the power of his content. Social content marketing takes time, focus and a plan of action to work and work well. Ramon helps attendees understand this in a simple, energized and humorous presentation. Get practical insight that generate SALES in your business and BOOST your brand – get to this session.

Intro | How to get Results on Social Media: Tips, Tricks and Guidelines for Sharing your Work

Elyse Toribio, @NorthJersey

You've produced your content and you're darn proud of it — so where is everyone?! For many websites, social media is a top referral for traffic because that's where people are finding, engaging with and sharing content they love (or hate, let's be honest). In this workshop, you will learn some best practices for promoting your work and your brand across different social platforms, with a focus on:

- Key differences between Facebook, Twitter, Instagram and Snapchat
- Knowing your audience
- Being an active community listener

Intermediate | Website Must Have's: How to Create a Client-Converting Website & Online Presence

Sarit Lotem, @saritlotem

Do you want a website but are scared to start one because you don't know where to begin and you want to succeed the first time around? Do you already have a website but nobody is calling you or taking the next step with you?

Creating a website that generates traffic and income for your business is so much more than just putting couple of pages together online. It's about taking the right steps before, during, and after putting those pages together. It's easy to attract visitors to your website and get fabulous results when you know how with Sarit!

Intermediate | LinkedIn Revolution: Take Your LinkedIn to the Next Level

Karen Yankovich, @karenyankovich

Are you ready to revolutionize your business? The LinkedIn revolution is here! THIS is where you get the fastest results with the least amount of time and effort.

In this workshop you'll learn:

- What you need to have in place on your LinkedIn profile for maximum visibility and profitability
- How to grow a LinkedIn network packed full of your ideal clients
- How to get your ideal clients to connect with YOU on LinkedIn!

Intermediate | Local Search Marketing for Any Size Business

Pam Aungst, @pamannmarketing

Local SEO is a very targeted online marketing approach. (It's not like dropping off brochures on front-porch steps or paying for an ad in a local newspaper that may or may not be seen by a potential customer that is actually interested in your products or services.) Local SEO allows you to position your business on search engines and other digital marketing platforms so you're seen by potential customers — on *their* terms.

Local SEO uses a variety of strategies — getting your site ranked on search engines like Google, business directories such as Yelp, Superpages, Foursquare, Yellowbook, [Google My Business listing](#), [Bing Places for Business](#) page, localized content on your website, online reviews and other strategies. Millions of customers use local search every day to find the best local businesses in their area. Help increase your chances of getting found by these potential customers through Local SEO, attend this workshop!

Advanced | Automation & Scheduling Tools to Make Your Life Easier

Lori Highby, @ljhighby and @keystoneclick

Creating content takes time, that's why scheduling and automating the process can be of great value to your productivity and the overall campaign. We will walk through a handful of the tools that will make your life simpler, including MixMax, Sendible and Buffer. I'll also share the exact process I use for creating and publishing consistent content that promotes my podcast across multiple social channels.

PM Presenters | CRASH Courses 4:15 – 5:00 PM

Banner Ads, PPC and Digital Advertising Options for Modern Marketers

Brett Melillo, @northjersey

Dive deep into the digital ecosystem but first you need to explore today's consumer decision journey. Understand the benefits of digital vs. traditional media. Learn how to build a marketing strategy that includes both brand awareness and lead generation through digital display advertising and Pay Per Click contextual ads (PPC). Once you've grasped the essentials, now brush up on how to manage leads and measure success through attribution.

22 Ideas for Super Productive Live Streaming Video

Robert Stern, @robertcstern

Since 2015 Live Streaming and Video have exploded onto the Social Media scene and are not letting up. Live Streaming and Video are the ultimate ways to engage with the public. If you are not using these methods to promote you and your business, your more savvy competitors will have the edge. Attendees will learn WHY it is important to live stream and post videos, 22 different ways you can use livestreaming content to build visibility, influence and sales - and HOW to repurpose the content afterwards. Don't miss this!

Go Viral and Grow Your Audience: Creating a Successful Social Media Strategy

Shawn Brown, @shawnebrown

It's a bold world where mobile and social are crucial to every business. The goal of this workshop is to help you understand which platforms can help you reach your target audience. We will discuss how to create successful ideas on multiple platforms and get the most out of the effort that you put in.

- Identifying the most important platforms and features for growing now.
- Developing a strategy for each platform.
- How to measure the growth of success.

Mobile Marketing: If You're Not There You're Nowhere

Yasmin Bendror, @yasminbendror

The days of desktop dominance are over. Did you know the majority of consumer consumption now takes place on mobile? It has swiftly risen to become the leading digital platform, with 60% of searches coming from mobile devices! Optimizing your online presence for mobile and creating a mobile marketing strategy are two things that you have to do in 2017. No excuses. Learn how to create a mobile marketing strategy the smart way.

Blogging is not an Option: Curating, Distributing & Promoting Your Content to Drive Sales

Pattie Simone, @pattiesimone and @womencentric

Blogging is one of the best ways to get your name and your business into important conversations. Great blogging avoids salesy pitches and sticks to sharing valuable insight, tips, advice and stats. Learn how you can profit from blogging in so many ways! We'll cover different blogging platforms, how to create winning titles and content, and how to curate, re-distribute and promote your posts.

Mastering the Art and Science of Brand Visuals with Canva

Lisa Larson-Kelley, @lisamarienyc

We know that images have impact, but creating inspired design at the speed of social can be challenging if you're not a graphic designer.

In this session, marketing consultant and designer Lisa Larson-Kelley shows you how to boost engagement by adding images to social media. She'll also provide best practices for effective imagery in content marketing using Canva – the secret weapon smart marketers are using for easily creating on-brand visuals.

1. Understand the power of visuals to capture attention online
2. Learn best practices for social media images
3. Design a beautiful, on-brand visual for social media or print