



2012 Small Business Programs

- *Social Media*
- *Small Business Marketing*
- *Business Trends*

Social Media Marketing for Small Business - Keynote for General Audiences

Social media is dramatically influencing how you should market and operate your business today. It is the reason every small business is now its own media company – or should be. This program will give you a foundation for understanding how to effectively use social media now – and to capably navigate future changes to keep your business relevant in the markets you serve.

- Learn how to manage online conversations to engage your community and enhance your brand.
- Learn how to build a content marketing strategy that drives your social media strategy.
- Learn how mobile devices are changing the future of business marketing.

Relationship Selling for Small Businesses in Local Markets – Popular Program

Relationship selling is essential in a business environment that places a premium on trust. Participants will learn how to differentiate and attract leads in crowded markets, engage customers with a well-designed sales process, and work effectively as a team to convert leads to sales.

- Learn how to use social marketing to make your business more attractive.
- Learn how to develop a sales process that clearly differentiates your company.
- Learn dozens of proven tactics for readily closing more business.

How to Marketing Your Local Business for Mobile Search and the Hyperlocal Trend

Fortune 500 corporations are actively using social media to be more like you, small businesses with personal relationships within local communities. Your challenge is to simply use it extend what you are already doing well. Learn how to create a hyperlocal presence by capitalizing on geo-location and mobile search to better engage your business with the communities you serve.

Blogging – Building a Digital Content Marketing Asset

Unlike other social networks, you own the content you create on your blog. This makes it a digital asset that you can use as a content marketing hub to drive your social media. Learn how to start a blog and use it to enhance your visibility and reputation, while also generating leads for your business.



Social Search – Get Ready for The Marketing Game Changer – Hot Topic for 2012

When you share content on the social Web you clarify and personalize your expertise and the capabilities of you and your company, thereby building your *social graph* - the digital map that social search engines use to connect you and your ideal customers with amazing accuracy. Learn how to start optimizing for the future of search, while also maximizing your results with Google today.

- Learn how to capitalize on social search to attract the right customers.
- Learn how to use location and real-time social networks to make your business more relevant.
- Learn why you need a two-pronged marketing approach for Google and Bing – which control 95% of search results.

Using QR Codes to Enhance Marketing, Sales, and Customer Service – Hot Topic for 2012

QR Codes will play a significant role in the future of marketing. These graphic representations of encrypted data connect your digital Web content with prospects and customers in real-time via mobile devices – and they are free. Learn how they are being used now, and how you can use them to enhance your marketing, sales, and customer service.

- Learn best practices for creating and using QR codes to avoid costly and embarrassing mistakes.
- Learn how to design a successful QR code campaign and evaluate the user experience with code management systems.
- Learn what is trending with QR and other 2d codes and related technologies and why you will want to make mobile an essential component of your marketing.

Social Media Marketing for Entrepreneurs and Small Businesses - Interactive Workshop

This is an intensive workshop on social media marketing that is suitable for large or small companies and all levels of expertise. You will be provided with an extensive workbook in which you will build an actionable plan for taking your social marketing to the next level. You will also receive detailed lists of resources and links to proven tools and services.

Social media marketing is a powerful tool for increasing Web visibility, enhancing your reputation, and generating new leads. This fast-paced program will show you how it differs from Internet marketing, and how to use both to capitalize on trends that are transforming the business environment.

1. Learn how to build your social media foundation from the ground up with a step-by-step approach that is working for small businesses like yours.
2. Learn how you can use LinkedIn, Twitter, Facebook, and blogging to engage with your community and differentiate your business.
3. Walk away with a complete list of resources and action steps to follow for building a sustainable social media marketing presence that is just right for your business.



Jeff Korhan Bio

Jeff Korhan is a new media marketer, an award-winning entrepreneur, and a top-ranked blogger who helps **entrepreneurs and small business owners** maximize their Web visibility, reputation, and referrals with social media and Internet marketing.

Jeff began his career as a **Fortune 50 Sales and Marketing Manager with an MBA**. He later started and operated a landscape company that was twice named **Business of the Year** in one of the fastest growing communities in the country. After 20 successful years he sold his business, and now applies three decades of marketing experience to helping clients develop sustainable marketing practices that capitalize on emerging business trends.

Jeff maintains a busy schedule speaking and consulting on the topics of social media marketing and small business trends. He is a social media columnist for GIE Media, a frequent guest blogger, and a recognized expert in the green industry, where he has served on several association boards. His New Media and Small Business Marketing blog was **recently ranked a Top 100 Small Business Blog by Technorati, and a Top 42 Content Marketing blog by Junta42**.

Practical Small Business Experience

In addition to understanding how social media works, **Jeff understands how business works - especially small business**.

He speaks the language and understands their challenges - what it is like to meet budgets, cover a weekly payroll, work in highly competitive situations, and to not only go out and get new customers, but also keep them in both prosperous and challenging times.

This is why **his greatest value to your audience** is not only his understanding of new media marketing, but also his ability to present it all in a context that is easily understood, practical, and readily implemented.

