



## Unpacking Social Media



### Presentation Information:

Telling an effective story in your brand will make or break your online presence.

BUT where do you even start and should you create a presence in every single platform?

We will discuss the importance of the relationship with your audience, how to search for that audience and the types of activity and behavior that happen in the variety of platforms.

In our research, 9 out of 10 Corporate Profiles in social media are not enriched with anything relevant to their brand, their potential clients or their ideal target market. So, how will your audience build trust with your brand if you aren't actually saying anything in your online presence?

This talk will discuss the importance of YOUR story in your marketing, the key components social platforms utilize to make your brand searchable and tools to establish your true "voice" which will guide your brand on the journey of building a solid foundation of a successful social media relationship with your viewers.

### **Workshop Take-aways:**

- **Relationship vs Lead:** Why you can't have a relationship if you are just selling. Your story matters!
- **What content goes where?** Understanding how social media works in different platforms
- **Content is KING!** Discussing the proper ways to integrate the power of native video, branded images and keyword rich storytelling into your online brand

## Hollie Clere

### **Social Media Storyteller, Content Management Specialist, Social Media Strategy and Process Trainer**

Hollie Clere owns a Social Media exclusive branding Agency with team in Colorado and supports clients nationwide. She is a leading expert on process, support and storytelling for brands in social platforms, a strategy consultant and social media implementation trainer for Facebook, Twitter, LinkedIn, Google+, YouTube, Pinterest, Instagram, Content Management Tools, Prospecting and Blog Development. Her team has provided Social Media Development processes for the last 8 years specializing in administrative tasks to keep brands present, searchable and consistent with messaging, posts and activity. On her free time, she enjoys quality moments with family hiking, camping, crafting, Geocaching and cuddles with her sweet Multi-Poo, Snowball.

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