



Become a *Social Media* EXPERT

Presented by **Kim J. Walsh-Phillips**,
Award Winning Social Media Expert

Quick Start Program to Become a Social Media Expert:

Gain sought-after skills, learn insider secrets and increase your expertise in this fast-start six-week online course.

In this course, you will learn:

- How to develop your social media pages to **optimize brand messaging**, target market attraction, community engagement and sales strategies
- The ways to embrace this consumer-driven reality and take advantage of the "big bang" happening in social media. **Master the advanced tools and techniques critical to success**, helping you to **propel your career, promote your business and boost the bottom line.**
- The techniques to **maximize your performance and profitability** by optimizing your strategy. Engage your audience and enhance your online presence by **creating compelling content that generates quality traffic.** Leverage various monitoring methods to stay on the cutting edge of social media trends, and begin uncovering a vast array of exciting opportunities.
- **Reputation management** techniques to protect yourself and your company online. You will learn how to build a solid social media legal foundation by gaining valuable knowledge of legal and ethical issues, and a command of must-know policies, **danger zones and potential liabilities.**

After taking this course, you will be able to:

- Set up all of your social media pages with **expert ease for maximum results**
- **Grow your audience** in numbers with the **exact prospects** you are targeting
- Develop sales strategies to **monetize all of your social media efforts**
- Create an overall social media marketing plan based in **metrics that are trackable** to gauge constantly monitor your return on investment
- **Decrease your time** spent on marketing and **increase the revenue generated**

About the Instructor @PRgurukim

Kim Walsh-Phillips is the award-winning CEO of Inside Out Creative, a full-service public relations, marketing and design firm. She is a techie marketing geek with a love for shoes and a knack for acuity branding. Kim has worked with companies around the world, such as Harley Davidson, Wolfgang Chocolate and Hilton Hotels, to increase revenue through direct response social media marketing. Kim has served as a keynote speaker for hundreds of conferences across the country and enjoys spreading her passion for marketing and social media through her tweets at @prgurukim. Watch for her upcoming book "Awareness Campaigns are Stupid: And Other Secrets to Successful Marketing."



"This seminar was great - we walked away with many useful ideas for social media & branding for our company. We really saw the potential when we searched our company name on Facebook and already saw positive comments! The presentation was very strong - once again, Kim has demonstrated her expertise!"

-Wayne R. Umland

Executive VP and CIO, Glatfelter Insurance Group

Course Breakdown

Week One: The Perfect Set Up

We will go over step-by-step the quickest and most effective way to set up your personal and corporate LinkedIn, Facebook and Twitter pages. We will review how to develop your social media profiles for maximum audience attraction, engagement and sales.

Week Two: Monetizing LinkedIn

You will learn how to turn your LinkedIn profile into a magnet for business, how to communicate influentially within your network, utilize LinkedIn as a million-dollar prospecting tool, and how to build your target audience and to increase lead generation through your personal and corporate profiles.

Week Three: Monetizing Facebook

You will discover the power behind the world's largest social network and how to increase your market share as you get a piece of the \$3.2 billion dollar Facebook pie. From using profile pictures as billboards to creating custom landing pages to drive sales, you will instantly turn your Facebook pages into money making machines.

Week Four: Monetizing Twitter

Beyond sharing what you ate for breakfast and what you plan on doing for dinner; Twitter is very effective for spreading a message like wildfire and driving your audience to action. We will focus on how to walk your target market straight to the sale.

Week Five: The Secret Weapon to Save Time and Protect Your Reputation

We will go over in detail how to use the #1 secret tool the experts use to tie together all social media posts and schedule 90 days of posts at one time. You also will learn how to use this application to track your brand reputation and the overall effectiveness of your efforts.

Week Six: Tying Everything Together with a Comprehensive Attraction, Engagement & Sales Plan

Outrageously successful marketing can only exist with a comprehensive plan. You will learn how to take all of your social media strategies and tie them together in an incredibly effective strategic sales and marketing plan to eliminate wasted time and to increase your results instantly.

At the conclusion of this course, you will receive your Social Media Certification. Use this prestigious recognition in building your business and career.

Investment

4 payments of \$147 or one-time payment of \$497 (save \$91!)



"Inside Out Creative takes care of the issues, challenges and frustrations that come along with social media and they educate me in the process. It's a pleasure to work with them and I highly recommend Inside Out Creative for your social media needs."

*-Karen Young, President,
HR Resolutions*

Mail to Inside Out Creative / 14 West King Street / York, PA 17401 / Fax to 717-846-6375 / Email to info@iocreative.net

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Name _____

Company _____ Title _____

Business Address _____ City/State/Zip _____

Email address _____ Phone _____

PAYMENT INFORMATION Visa MasterCard American Express

4 payments of \$147 One-time payment of \$497 (save \$91!)

Name on Card _____ Business Card Personal Card

Card Address _____ City/State/Zip _____

Credit Card Number _____ Exp. Date _____ CV2 Code _____

If you are not already a member of the Marketing Insiders Club, by signing up for "Become a Social Media Expert" you will receive two free months of membership in the **Marketing Insiders Club**. After the two month period, you will be charged \$29 per month. You may cancel at any time by sending an email to info@iocreative.net.