



A live online conference that will **empower you to use social media to gain more exposure, increase traffic and grow your sales.**

✈ Join 25 Small Business Social Media Pros, **INCLUDING:**

- **John Jantsch**
Author, *Duct Tape Marketing*
- **Michael Stelzner**
Founder,
Social Media Examiner
- **Jesse Stay**
Author,
Google+ for Dummies
- **Hollis Thomases**
Author, *Twitter Marketing*
- **Anita Campbell**
Founder, *Small Business Trends*
- **Mari Smith**
Co-author,
Facebook Marketing
- **David Siteman Garland**
Author,
Smarter, Faster, Cheaper
- **Brian Clark**
Founder, *Copyblogger*

and many more small business owners and marketers including **Joe Pulizzi, Lee Odden, Ramon Ray,** and **Lewis Howes** just to mention a few.

STARTS FEBRUARY 1ST, 2012

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SESSION DESCRIPTION

DATE/TIME

EVENT KEYNOTE: Putting Social Media to Work: How to Rapidly Grow Your Fans, Your Prestige and Your Small Business

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

Are you seeking a proven path to grow your small business? Do you want to know how social media could build you a more profitable business? During this high-energy session, Michael Stelzner (founder of one of the world's largest blogs—Social Media Examiner) will share the strategy he used to attract more than 450,000 monthly readers and generate millions in revenue—all in less than two years. He'll draw from his 17 years of experience owning multiple small businesses. You'll walk away with a new and exciting way to rapidly build a following that will fuel your business growth for years to come.

**Wednesday
February 1st
5pm Pacific
(8pm Eastern)**

From Social to Sales: 4 Steps for Growing Your Small Business Revenue

Instructor: Rich Brooks **Topic:** Selling With Social Media

Are you wondering how your small businesses can increase its visibility, drive more qualified traffic and turn people into paying customers? In this value-packed session, Rich Brooks (Social Media Examiner author, FastCompany.com expert blogger and small business owner for over 15 years) will show you his proven 4-step method for turning social media activities into profitable sales. You'll walk away with an actionable plan that will help you attract customers who'll want to purchase what you have to offer.

**Thursday
February 2nd
Noon Pacific
(3pm Eastern)**

Getting Past Start: How to Move Your Social Media Marketing Into Motion

Instructor: Anita Campbell **Topic:** Social Media Marketing

Maybe you have Twitter, Facebook, LinkedIn, or Google+ accounts and are wondering, "now what?" If that's you, you won't want to miss this session. Small business authority Anita Campbell (owner of small business social media site BizSugar and Small Business Trends) will walk you through simple steps to decide which social media sites are right for your business and help you determine which activities to tackle first. You'll discover how to build a time-management plan, choose productivity tools and use social media to drive traffic that grows sales leads—no matter what industry you are in. You will leave empowered.

**Thursday
February 2nd
1:15pm Pacific
(4:15pm Eastern)**

How Small Businesses Are Growing With Facebook (Case Studies)

Panelists: Kelly Lester (Easy Lunch Boxes) and Jennifer Thomas (Piggies and Paws)

Topic: Facebook Case Studies

Wondering how small businesses are successfully using Facebook to grow a loyal following and sell? In this session, the founders of Easy Lunch Boxes and Piggies and Paws will share how they've used Facebook to grow their businesses. Social Media Examiner recognized these companies as two of the Top 10 Small Business Facebook Pages in the world. You'll discover the techniques used by these small business owners and have an opportunity to ask your questions live.

**Thursday
February 2nd
2:30pm Pacific
(5:30pm Eastern)**

How to Develop a Raving Facebook Fan Base for Your Small Business

Instructor: Mari Smith **Topic:** Facebook Strategy

Are you looking for creative ways to connect with Facebook's more than 800 million active fans? These fans are among the most active members of the online world. Their activities can translate into amazing exposure—and revenue—for your small business. During this session, Mari Smith (the undisputed Queen of Facebook for business and co-author of *Facebook Marketing: An Hour a Day*) will share her latest tips and techniques to attract your ideal customers. You won't want to miss this session.

**Monday
February 6th
Noon Pacific
(3pm Eastern)**

10 Google+ Tips for Every Small Business Owner

Instructor: Jesse Stay

Topic: Google+ Marketing

Are you wondering how your small business can quickly benefit from Google+? If so, then look no further. In this session, Jesse Stay, author of *Google+ for Dummies*, will show you what you need to do to get your business benefiting from Google+. Jesse will reveal 10 simple techniques to take your business to the next level using this exciting new social network.

**Monday
February 6th
1:15pm Pacific
(4:15pm Eastern)**



SESSION DESCRIPTION

DATE/TIME

Mastering LinkedIn for Small Business Success

Instructor: Stephanie Sammons **Topic:** LinkedIn Marketing

Are you aware of the depth and breadth of small business-building opportunities on LinkedIn? Most small business owners and professionals are just scratching the surface of this active, affluent, 120-million member network! In this session, led by LinkedIn expert Stephanie Sammons (founder, Wired Advisor), you will discover a powerful 5-step process for fast-tracking your way to becoming a top influencer on LinkedIn. Stephanie will also reveal two secrets that can give you a significant competitive advantage in your marketing efforts! Don't miss this opportunity to get smart about LinkedIn marketing.

**Monday
February 6th
2:30pm Pacific
(5:30pm Eastern)**

7 Unique Blogging Strategies to Explode Your Company's Traffic, Trust Factor and Brand

Instructor: Marcus Sheridan **Topic:** Blogging and Search

Most small businesses grossly fall short of their potential. Why? Because they're not telling customers what they really want to hear. In this session, Marcus Sheridan of the popular marketing blog The Sales Lion, will reveal an original yet effective way to drive free search engine traffic, establish greater trust with customers and improve your small business brand. If you're looking for a major paradigm shift in the way you blog for business, this is the session for you.

**Thursday
February 9th
Noon Pacific
(3pm Eastern)**

Tools, Apps and Tech: How to Grow Your Business With Less Effort

Instructor: Ramon Ray **Topic:** Managing Social

Small business owners wear at least a dozen hats. You don't want to waste your time learning tools that won't help your business—right? Let small business technology evangelist Ramon Ray show you which tools and apps are really worth your time. And speaking of time, he'll also show you how to optimize your social media activities to better grow your business.

**Thursday
February 9th
1:15pm Pacific
(4:15pm Eastern)**

7 Effortless Ways to Integrate Video Into Your Marketing

Panelists: James Wedmore **Topic:** Video Marketing

Thinking that video is a whole new topic that you have to learn and master? Guess again! In this presentation, James will show you—regardless of your video experience level—how you can leverage the power of simple videos to enhance your marketing and social media activities. You'll learn the right way to create and use video. The result: you'll stand apart from your competitors, position your business as the expert and get noticed! Whether you're looking for more traffic, brand recognition or you want to increase your sales, VIDEO is the answer. James will give you the step-by-step plan you need to put it all into action!

**Tuesday
February 14th
Noon Pacific
(3pm Eastern)**

Panel Discussion: Building Your Small Business With Blogs

Panelists: Brian Clark (Copyblogger.com), Lee Odden (TopRank.com), Joe Pulizzi (ContentMarketingInstitute.com) and Mike Stelzner (SocialMediaExaminer.com)

Topic: Blogging

Want to know how to create a blog that provides ongoing streams of traffic and fuels the growth of your business? During this session, the founders of four top blogs will share how they've built multimillion-dollar empires by producing regular and valuable content for their blogs. You'll discover how they started, what to avoid, and how they use their blogs to drive sales. You'll also have an opportunity to ask your questions live to our panel.

**Tuesday
February 14th
1:15pm Pacific
(4:15pm Eastern)**

Panel Discussion: Small Business Facebook Engagement: How to Get More Likes, More Comments and Drive More Sales from Your Facebook Page

Panelists: Amy Porterfield and Andrea Vahl

Topic: Facebook Engagement

You may not have thousands of Facebook fans, but that doesn't mean you can't build a thriving community. In this session, Amy Porterfield and Andrea Vahl (co-authors, *Facebook Marketing All-in-One for Dummies*) share everything you need to know. You'll discover how to grow a thriving Facebook community, how many fans you really need to be effective, how your small business can compete with the big companies on Facebook, and how to actually convert a fan to a sale.

**Tuesday
February 14th
2:30pm Pacific
(5:30pm Eastern)**



SESSION DESCRIPTION

DATE/TIME

5 Ways to Use Social Media to Drive People to Your Local Business

Instructor: John Jantsch **Topic:** Social to Local

One of the hidden powers of social media is its ability to drive people together, in person. This provides local businesses an amazing opportunity to extend their local reach. In this session, John Jantsch (author, *Duct Tape Marketing*) will reveal how to use social media to drive leads and sales offline. You'll discover how to encourage offline meetings, enhanced in-person networking, how to use GPS and much more. If you're responsible for marketing a local business, this session is for you.

**Thursday
February 16th
Noon Pacific
(3pm Eastern)**

Panel Discussion: LinkedIn Power Panel

Panelists: Lewis Howes and Michael Crosson, with Michael Stelzner (Moderator)

Topic: LinkedIn Marketing

LinkedIn is the world's largest business-to-business social network. During this panel discussion, two LinkedIn pros will share their marketing tips and take your questions. Lewis Howes, author of *LinkedWorking*, will be joined by Michael Crosson, founder of the second-largest group on LinkedIn. Together they will draw from their depth of experience and reveal what you need to know to benefit from LinkedIn.

**Thursday
February 16th
1:15pm Pacific
(4:15pm Eastern)**

How Small Businesses Are Benefiting from Google+ (Case Study)

Instructor: Scott Jarvie **Topic:** Google+ Marketing

Wondering how to use the hottest new social network—Google+—to grow your small business? During this exclusive panel, small businesses will share how they use Google+ and what it has done for their businesses. Scott Jarvie, a photographer, will share how he uses Google+. You'll discover Google+ insights, tips and strategies.

**Thursday
February 16th
2:30pm Pacific
(5:30pm Eastern)**

How to Maximize Your Limited Hours for More Profit, Freedom and Flexibility

Instructor: Ed Gandia **Topic:** Business Strategy

When you're a freelancer, consultant or independent professional, much of the standard profit-boosting advice you read about doesn't apply to you. That's because your ability to earn is limited by your biggest non-renewable resource: your time. In this session, Ed Gandia, co-author of *The Wealthy Freelancer* and founding partner of International Freelancers Academy, will reveal strategies and techniques to maximize what you earn for every hour you put into your business. You'll discover why income and freedom are not mutually exclusive. And you'll walk away with actionable strategies for optimizing your earnings based on your specific lifestyle goals.

**Tuesday
February 21st
Noon Pacific
(3pm Eastern)**

Twitter Contenders: How Small Businesses Are Winning With Twitter (Case Studies)

Instructor: Hollis Thomases

Topic: Twitter Marketing

Interested in knowing how small businesses are successfully using Twitter to develop a loyal following and sell? In this session, Hollis Thomases (author of *Twitter Marketing*) will showcase several small businesses who have grown their businesses with Twitter. You'll learn the techniques used by these small business owners and have an opportunity to ask your questions live.

**Tuesday
February 21st
1:15pm Pacific
(4:15pm Eastern)**

3 Steps to Measuring Social Media Return on Investment (ROI)

Instructor: Nichole Kelly

Topic: Social Media ROI

Is there a way to measure which social media channel is delivering the highest return to your business? In this session, Nichole Kelly (CEO, Full Frontal ROI Consulting) will provide you with step-by-step instructions for measuring the return from your social media activities. You'll learn how to set up a measurement system using free or low-cost tools. You'll leave with the ability to evaluate all of your social media marketing activities and determine your ROI.

**Tuesday
February 21st
2:30pm Pacific
(5:30pm Eastern)**



SESSION DESCRIPTION

DATE/TIME

Panel Discussion: Creating an Empire With Broadcast New Media

Panelists: David Garland, Cliff Ravenscraft and Gregory Ng **Topic:** Broadcast New Media

Wondering what podcasting and web-based shows could do for your business? If so, look no further. In this session, David Garland from "The Rise to The Top" will interview leading new media broadcasters, including Cliff Ravenscraft (The Podcast Answer Man) and Gregory Ng (Freezer Burns). They'll share their ideas and experience, as well as answer your questions.

**Thursday
February 23th
Noon Pacific
(3pm Eastern)**

Panel Discussion: Small Business Experts Panel

Panelists: John Jantsch with Michael Stelzner **Topic:** Small Biz Advice

Do you have questions about small business marketing? Wondering about social media? This final session will address any and all of your small business marketing questions. John Jantsch (author, *Duct Tape Marketing*) and Michael Stelzner (author, *Launch*) will take your live questions. Come with your questions because this panel is all about you!

**Thursday
February 23th
1:15pm Pacific
(4:15pm Eastern)**

