

Deb Krier

The SocialLight

The Shining Light for professionals lost in the dark when using social media



Conversations to Conversions

Marketing businesses with Social Media

Learn how your company can easily reach hundreds—or thousands—of potential clients using the marketing tools Social Media provides.

Many business owners and managers think Social Media is a waste of time, where people just post family photos, funny jokes and what they had for lunch. While this is certainly true for some, Social Media is a very valuable marketing tool and shouldn't be overlooked by any business, no matter what size, industry or location.

In *Conversations to Conversions*, Deb shows businesses how to leverage their presence on Social Media to gain customers and clients and spread their marketing message.



Topics include:

- The “EIEIO” strategy for Social Media success
- Incorporating existing marketing messages
- How, what, where and when to post
- Time-saving measures
- Dealing with negative comments or posts

Whether you're brand new to Social Media or an active user, you'll learn tips and techniques for successfully using Social Media to promote your business.

Every company—large or small—marketing products or services will benefit from *Conversations to Conversions*.