



## KELLY MCDONALD

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Kelly McDonald is a marketing and advertising expert with 20 years of ad agency experience. Her company, McDonald Marketing, was named one of the "Top Ad Agencies in the U.S." by *Advertising Age* Magazine. She's been featured in *BusinessWeek*, on *CNNMoney.com* and on XM Radio.

### Social Media & Social Marketing - How to Use It to Grow Business in a Low Cost, No Cost Manner

#### ABSTRACT:

Everyone has heard of social media and social marketing, and most everyone knows at least a little something about Facebook, MySpace and Twitter. But there is tremendous confusion about how to use these tools for business marketing. Sure, you may use Facebook to share your vacation pictures with friends, but how are you supposed to use it to market your business? And what kind of "tweets" is a company supposed to send out on Twitter? And more importantly, why? Who follows this stuff, anyway? Who is the audience and what's the best way to reach them?

This session will focus on how social media & marketing can be your new best friend: with so much pressure on marketing budgets, social media & marketing is a dream come true, because it costs little or nothing to execute. But you've got to learn the ropes of how to do it effectively and correctly, to truly reach new & existing customers with relevance.

#### KEY POINTS:

- Participants will learn the key differences between the core social media avenues: Facebook, MySpace, LinkedIn and Twitter.
- Attendees will learn why and how social media posts need to differ from the information that's on your company's website.
- There's a social media etiquette that you need to know. The online community is very forgiving of novices and initial mistakes, but you are expected to learn the etiquette and adhere to it. Specific do's and don'ts will be covered in detail.
- Where does blogging fit in? And why does my company need a blog? Who should be responsible for it? And where on earth will I find the time to write blog entries?
- Best practices and specific strategies will be shared to illustrate how companies and organizations are using these powerful tools to grow business and deepen relationships.