

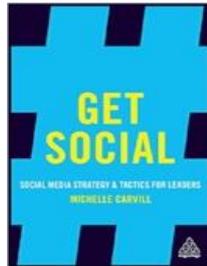


SOCIAL

Our Partners:

Michelle Carville:

Michelle is a strategic marketer, digital agency founder and three times published author in the social media space. Her latest book, published in May 2018 “Get Social – Social Media Strategy and Tactics for Leaders” helps leaders and game changers understand social media from a strategic perspective and gain confidence with the social technologies and digital transformation.



Andrew Davis

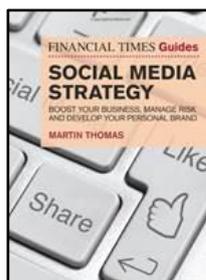
Andrew Davis is renowned for helping businesses transform their business development and client relations activities through digital platforms. His high-end strategic workshops and talks show how a ‘digital lens’ can attract new business and improve relationships with existing customers, while answering the most popular question in digital right now: ‘So What?’ Andrew counts many prominent corporate names among clients he has delivered to such as KPMG, Ogilvy, Saatchi & Saatchi, Tesco, o2, MTV and Accenture.

Brynne Tillman

Brynne Tillman is the LinkedIn Whisperer and CEO of Social Sales Link. For over a decade she has been teaching Entrepreneurs, sales teams and business leaders how to leverage LinkedIn for social selling. As a former sales trainer and personal producer, Brynne adopted all of the traditional sales techniques and adapted them to the new digital world. She guides professionals to establish a thought leader and subject matter expert brand, find and engage the right targeted market, and leverage clients and networking partners for warm introductions into qualified buyers.

Martin Thomas

Martin is a highly experienced marketing communications consultant, trainer, public speaker and business author. Author of The Financial Times Guide to Social Media Strategy and two other books which investigate how institutions need to adopt a more flexible approach to the way that they think and work if they are to survive and thrive in our highly complex, socially-connected world.



Illustra Live Virtual Workshops

Six Key Pointers

- Is your company getting your employees engaged in content creation? If not, the time is now. Employee-created content receives eight times more engagement than content shared from the company itself.
- Love & Care About Your Audience. Social media will shift even more toward 1:1 interactions, rather than 1:many broadcasting that many brands and businesses have been doing.
- Put Community & Socialization Back in Social Media. The point of social media is to be social? Somewhere along the way people forgot this and used it as a broadcast medium – a promotion channel to drive traffic and brand awareness.
- Tell Authentic Stories & Share Moments That Matter. That means less of static updates and more behind-the-scenes, raw, and intimate Stories, Stories create a more transparent and meaningful relationship between the user and the brand.
- Work with Influencers & Micro-Influencers The highest return on time spent in using social to be social with non-competitive influencers, business owners, thought leaders, etc. This has led to many opportunities for joint projects, client referrals, shared content ventures, sharing of data for studies, and more.
- The Year of LinkedIn? LinkedIn is often not fully leveraged by marketers. But if you look at what LinkedIn has done over the last year with video and the rise of LinkedIn influencers this is the platform to watch and get serious about.

2 hours: 16 to 25 participants

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