The Social Party - How You Can Use Social Networks to Grow Your Brand

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ABSTRACT

Imagine you’re at a party. Let’s say 20 people are there. It’s a pretty good party. You mingle. Others mingle. You share some information about yourself. Others share information with you. Someone shares a great business tip with you. A few of the people you actually wouldn’t mind meeting with again sometime. A couple of those people actually become friends. And one day, one of your new acquaintances gives you a million dollars.

That’s what participating in social networks is like. You share good information. You receive good information. You build your reputation. You get some great ideas that actually help your business. And you might even get some sales. A million dollars? Maybe not. That’s just good storytelling.

But since it’s one of the biggest communications forms to ever hit business, he believes that every business needs to understand the power of what social networks can offer. It’s not all about quantity of the people in your social circle. It’s not like you want to hang around at Woodstock to share information. That could be a big hassle. And you communicate with a lot of people who will never have any interest in you or your business.

In this session:

• you’ll learn what the top social networks are for your business
• you’ll learn some easy tips on how you can get your company started
• you’ll understand how to overcome the challenges of persistence to maintain your presence
• you’ll learn how to use the networks to drive traffic to your site
• more advanced social networkers will get some tips too