

Stephen Woessner

Digital Marketing Authority, Speaker, Best Selling Author

Get Social and Get Sold! Conversation, Community, and Commerce. Without the three Cs, you will alienate customers and prospects by turning your Facebook, Twitter, and LinkedIn accounts into a selling free-for-all. During this entertaining presentation, Woessner demonstrates his 15-step recipe for transforming your social networking accounts into an influential online brand community. Your brand community will have the power to increase your online conversion rate by as much as 780 percent and your Website traffic by 20 percent or more. Woessner also demonstrates how his entire social networking process can be implemented in as little as 15-minutes a day. You have a business to run!

Be #1 with Google. Stephen Woessner is an SEO expert that speaks the straightforward and results-oriented language of business owners and managers. In this energetic presentation, Woessner delivers a tactical 15-step optimization process that can be implemented by any business owner or manager...all without needing technical skills. Through engaging Q&A, real-world examples, and demonstrations, you will learn how to focus on the steps that matter while avoiding time wasting pitfalls. Woessner delivers a strategic roadmap for you to follow that will increase your Website traffic and accelerate your organization's sales.

Business Leader Briefing—Web 2.0. Powerful tools like social networking, search engine optimization (SEO), blogging, and other viral marketing tactics are on the cutting edge. Business owners, C-level executives, and senior managers are faced with the dilemma of needing to develop a comprehensive Web 2.0 strategy that their organization can implement without requiring new departments, funding, and burdensome policies or oversight. Learn how to meet this challenge head-on by revealing by developing a Web-centric strategy that harnesses the power of Web 2.0 in a practical and tactical manner.