

Martin Brossman's Topic for IMA Meeting on September 17th 2009
Unlock the Power of Social Media Marketing for Your Business

Outline:

- Where and how to start.
- How to generate profitable alliances by maximizing face-to-face and on-line presence and managing "the conversation of you" on the Web.
- Incorporating social media to accelerate growth for entrepreneurs and small businesses.
- Creating crucial new Internet communications, such as blogging, podcasting and on-line networking.
- Using in-person and on-line networking groups to facilitate valuable business connections.
- Identifying and avoiding the pitfalls of social media.
- Which media are best for businesses? LinkedIn, Twitter, Facebook, Plaxo, etc.?
- Grow Your Business by Singing Like a Bird: Twitter for Business
 - Who are all These Tweeples?
 - How to Properly Grow your Twitter Following!
 - Realize immediate and long -term benefits by using this dynamic, huge online platform to:
 - build your brand
 - enhance your reputation
 - increase connection to your customers
 - expand your web presence
- Using Huddle Workspaces to collaborate with connections.

Bio

Martin is a success coach, speaker, trainer and author incorporating social media training to accelerate growth for entrepreneurs and small businesses. He has originated in-person and on-line networking groups which have facilitated valuable business connections among members. Martin's IBM background and computer skills have powered his ability to create and teach crucial new Internet communications, such as blogging, podcasting and on-line networking. His own podcast show can be heard at www.InquireOnLine.info. He offers consulting on how to generate profitable alliances by maximizing face-to-face and on-line presence and managing "the conversation of you" on the Web.

His 20 years of professional experience includes 7 years with IBM, where he received the "IBM Means Service" top customer service award, and 13 years developing and operating small businesses. Coaching since 1995, he developed a certification / mentoring program for Coaches in 2003. A native of Washington, D.C., he holds a BA in Math / Computer Science from St. Andrews College in Laurinburg, N.C., and currently resides in North Raleigh.

Specialties

personal branding, conflict resolution training, social media business integration, business networking training, group facilitation, sales coaching & training