

Lon Safko - Digital Communications & Innovation



INNOVATIVE INSIGHTS THAT INSPIRE, MOTIVATE, & SELL!

Lon Safko is an innovator, inventor, bestselling author, speaker, trainer, consultant, and is the creator of the "First Computer To Save A Human Life" as coined by Steve Jobs, Apple, Inc. That computer, along with 18 of Lon's inventions are part of the permanent collection of the Smithsonian Institution in Washington, D.C. along with 30,000 of Lon's personal papers. Lon also has 14 inventions in the collection of The Computer History Museum in Mountainview, CA.

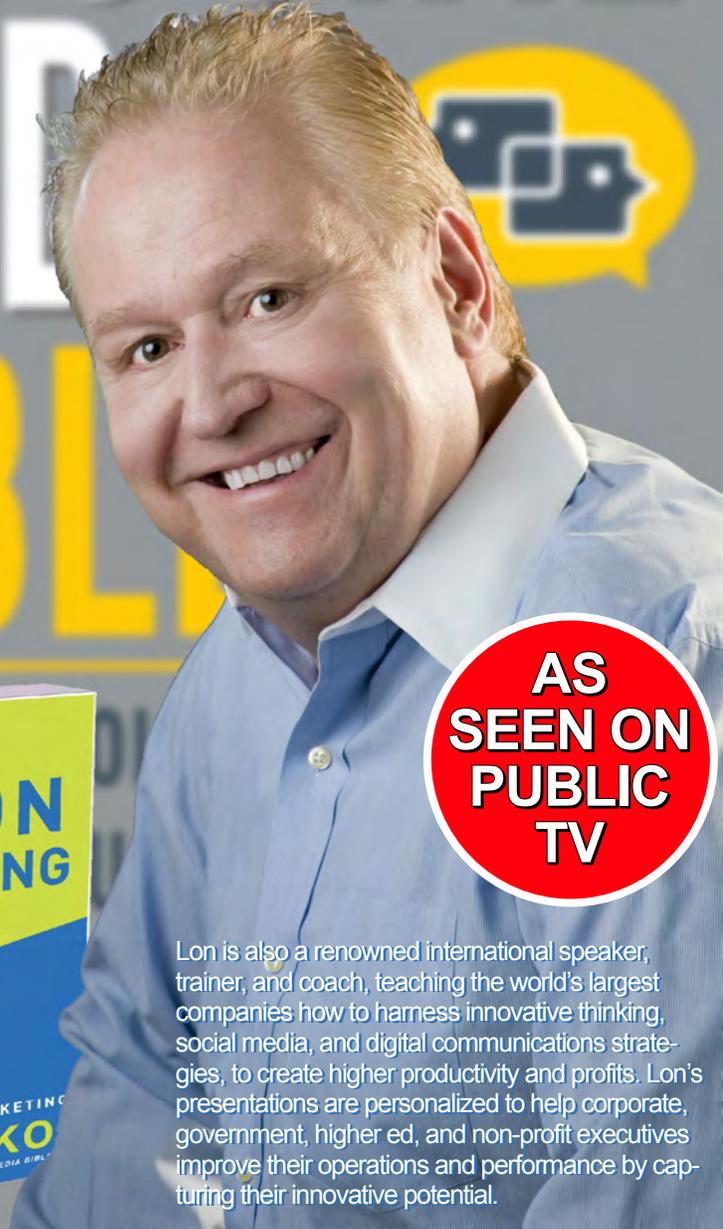
Recently, Lon hosted the first ever PBS Television Special "Social Media & You... Communicating In A Digital World".

Lon developed the world's first "voice recognition", "voice synthesizing" and pioneered home automation, all done with the physically challenged in mind. Lon is also the designer the archetypes for the Apple Newton world first PDA, & Microsoft's "Bob" operating system. Lon also invented those handy little "Tool-Tips" help-balloon pop-ups!

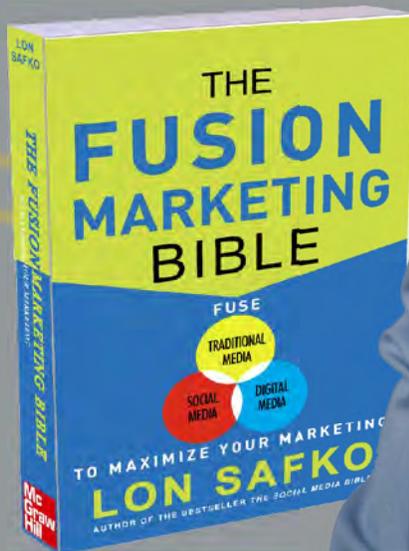
Lon has founded over 14 companies, including Paper Models, Inc., based on Lon's "Three-Dimensional Internet Advertising" and "Virtual-Electronic-Retailing" (V-E-Tailing) for business, promotions, and education for which Lon holds three United States Patents.

Lon is an author of multiple innovative best-selling books; "The Social Media Bible," published by John Wiley & Sons, now in its Third Edition and five languages and hitting #1 on Amazon is the most comprehensive book on social media marketing ever written and just broke the \$2m retail sales mark.

Lon's newest bestseller, "The Fusion Marketing Bible", published by McGraw Hill is already in three languages and hit #3 on Amazon will change the way the world will be doing marketing in 2020. The Safko Wheel Marketing Toolkit will leverage your existing marketing to make it significantly more effective, while adding to your company's bottom line, without any additional expense.



AS SEEN ON PUBLIC TV



Lon is also a renowned international speaker, trainer, and coach, teaching the world's largest companies how to harness innovative thinking, social media, and digital communications strategies, to create higher productivity and profits. Lon's presentations are personalized to help corporate, government, higher ed, and non-profit executives improve their operations and performance by capturing their innovative potential.



Call Lon
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Email Lon
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Visit Lon
www.LonSafko.com

FUSION MARKETING - 2020 MARKETING

Fusing Traditional Media, Social Media, Digital Media into... TraDigital Media!

If you are still calling yourself a "Social Media Expert" then you're announcing to the world that you have been left behind. If you're an expert in Facebook and Twitter, then you're trying to build a house restricted to using only two tools. Social media is an amazing marketing tool set that's been for the past 5+ years, take it from me, I wrote the book on it! If you're still stuck looking at social media as a stand alone technology, then you've been left behind.

Fusion Media Marketing is the next step that brings our 6,000 years of traditional marketing, the exciting digital marketing tools of the Internet, and social media and fully integrates them into one seamless tool set that will accomplish every goal you set!

Fusion Media Marketing isn't just about integration; it's about a totally new concept of "Interconnecting" all of your traditional and digital tools. Fusion Media Marketing is about looking at all of your tools, campaigns, and conversion strategies first in two-dimensions, then taking your entire marketing strategies into the world of three dimensions. This allows you to look at everything you do in marketing in a completely different way!

Take Aways...

1. Understand the difference between Traditional, Digital, and Social Media Marketing?
2. When you look at your traditional tools, look at ALL of them.
3. Don't keep doing your marketing by accident, do it on purpose.
4. Learn what you "Cost of Customer Acquisition" is and why it is so important.
5. Discover how you can measure EVERYTHING.
6. Learn how to totally integrate all of your marketing tools into one toolbox.
7. Use The Safko Marketing Wheel to dive deeper into your process.
8. Create a custom marketing plan for the next year, next quarter, or next campaign, by following the Wheel.
9. Identify your key marketing objectives.
10. With only 5 objectives and your custom tools, quickly list more than 100 sound tactics to create your killer custom plan!

INNOVATIVE THINKING – THE PROCESS

YOU CAN AND WILL BECOME MORE INNOVATIVE!

Ever wonder why some people are more innovative and spontaneous others in creating new ideas? Lon is a proven innovator who shares his copyrighted method of innovation, The 5-W's of Innovation, which uncovers the secrets necessary to help you think more innovatively and creatively every time to consistently solve your toughest problems. Innovation leads to competitive advantage, costs savings, & a greater bottom line for you & your organization.

Lon will also share his Twenty Truths of Innovation and what it takes to be an entrepreneur, intrapreneur, and innovator. Innovative thinking creates new products and services, new ways to sell existing products and services into new markets, and ultimately gives you that competitive edge that results in an increase in your performance.



Call Lon
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DIGITAL COMMUNICATIONS, THE BIG PICTURE

You don't know, what you don't know... Know

The effects of Social Media and digital communications has touched everyone. Social Media has changed the way you communicate with your employees, customers, prospects, and with the groups and communities that are being built by others who are like-minded.

Digital Communications has already changed the way we do business in our community, nationally and internationally and has already affected organizations around the globe.

Lon can help you understand what people are already saying about you, your organization and your competition, because knowing when, how, and where to respond is critical. Lon will show you how to develop an open dialog between you and your internal and external customers. Make no mistake about Social Media; it's here whether you resist it or not and it's more complicated than you think. The faster you embrace this brave new world the faster you and your company will benefit.

Take Aways... Do You Know:

1. What the term "cyber-surveillance" means?
2. Why participating in the conversations about you and your company is so important?
3. That there are 42 different mobile platforms?
4. How the term "responsive" relates to you web site and email?
5. What NFC, Apple Pay, Google Wallet and Short Codes are?
6. The "Psychology Behind the Technology" and why being restricted to 140 characters on Twitter is a good thing?
7. Why advertising on Facebook is better than The New York Times?
8. The power of LinkedIn for business?
9. How the 2nd B in B2B is still a C?
10. How businesses around the world are using Pinterest?

Lon Safko is the author of bestselling book "The Social Media Bible," which is in its Third Edition, five languages, hit #1 on, and broke the \$2m retail sales mark!

"The Fusion Media Marketing from Lon, has already hit #3 on Amazon and is in three languages!

Take Aways...

1. Learn why it's important to find solutions OUTSIDE of your industry.
2. See how NOT to impose rules and restrictions that aren't there.
3. Discover the technique to fully identify the problem or idea.
4. Learn how to allow your sub-conscience to communicate your great ideas to you conscience.
5. See dozens of practical examples of innovation and how they were solved.
6. Learn why you are no longer as creative as a 5 year old.
7. Take an easy test to see how creative you really are.
8. Discover how your mind is your worst enemy.
9. Learn the 3 simple steps to becoming more creative.
10. How answering 5 simple questions lead to a \$1m idea and 3 U.S. Patents.

WHAT PEOPLE ARE SAYING

"Lon is a wonderful presenter. I found myself completely engaged and I am brining back a lot which can be implemented in my organization. Looking forward to more sessions with Lon. Thank you!"

– GROUP MANAGER, JOHNSON & JOHNSON, LTD.

"Excellent speaker! Got a great overview of digital communications from a global perspective."

– VICE PRESIDENT, MARKETING & COMMUNICATIONS,
ROYAL BANK OF SCOTLAND

"Lon gave an excellent presentation which everyone raved about afterwards."

– AMERICAN ASSOCIATION OF PORT AUTHORITIES

"This presentation was brilliant! Lon is very knowledgeable and experienced. We were lucky to have him. Best and most valuable presentation I have ever been to!"

– MEETING PLANNERS INTERNATIONAL, KANSAS CITY, MO

"Lon was able to communicate and inform us of an entire gamut of information on social, digital media and fusion marketing. I would be glad to attend any future trainings of his. Much recommended. Thank you!"

– MANAGER SALES , TAJ MAHAL PALACE

"Amazing content, control and cordiality. Very supportive and encouraging. Made the learning process very very interesting. Thanks to Lon!"

– EXECUTIVE – KIDS CHANNELS, MARKETING, WALT DISNEY, CO.



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vimeo.com/19151230



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ACCOLADES

WHAT ARE READERS SAYING

"The social media phenomenon is still ramping up and this book provides useful and timely business advice."

– VINT CERF, THE FATHER OF THE INTERNET

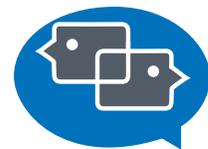
"Lon is a serial technologist who really understands social media and is also blessed with the gift of being a great communicator. His book deftly takes you from "Social Media 101" all the way to PhD status in a format that is easy to browse, informative and powerful."

– TOM ASHER, DIRECTOR CONSUMER RELATIONS NORTH AMERICA, LEVI STRAUSS & CO

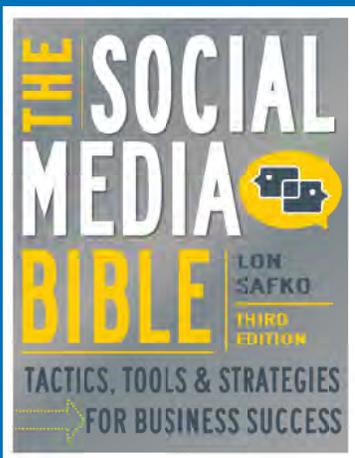
"Lon Safko and The Social Media Bible address the key questions – Why should I take part in Social Media? How should I take part? How do I reap the greatest benefits? – while also providing the push to take the next step."

– JEFF HAGEN, DIRECTOR, CONSUMER SERVICES, GENERAL MILLS

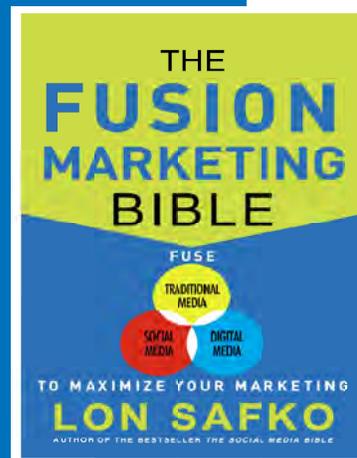
TheSocialMediaBible.com



TheFusionMarketingBible.com



**#1 AMAZON
NOW IN
SPANISH, KOREAN
AND CHINESE!**





SOCIAL MEDIA - STRATEGY <http://bit.ly/17iK3KY>



FUSION MARKETING <http://bit.ly/1dQZP10>



SOCIAL MEDIA - BRAND <http://bit.ly/17mVsFZ>



SOCIAL MEDIA - I LOVE LINKEDIN <http://bit.ly/1a09Qd6>



IMPORTANCE OF TWITTER <http://bit.ly/12Mv4t9>



LON'S PBS TELEVISION SPECIAL <http://bit.ly/1JHReXm>



INNOVATIVE THINKING <http://bit.ly/140pHp7>



JUST FOR FUN - WILL IT MULCH <http://bit.ly/17kwEAs>

CUSTOM PRESENTATIONS ARE AVAILABLE UPON REQUEST

Lon lives in the future at the intersection of marketing & technology. Let Lon show you and your team the road map to success!



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Email Lon
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Visit Lon
www.LonSafko.com