



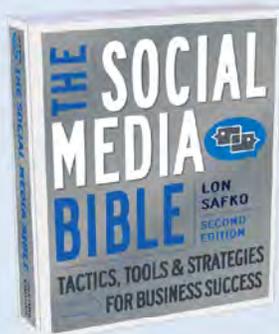
DIGITAL MARKETING STRATEGIES

INSIGHTS FROM THE DIGITAL MARKETING PROFIT

INSPIRE, MOTIVATE, & SELL!

Lon Safko

The TraDigital Marketing Profit



Now in it's 2nd Edition

published by
John Wiley & Sons



 theSocialMediaBible.com

MOST REQUESTED PRESENTATION

SOCIAL MEDIA, THE BIG PICTURE

The effects of Social Media are touching everyone. Social Media is changing 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.

Social Media has already changed the way we do business in our community, nationally and internationally. It has already affected organizations around the globe and has affected you and yours.

Lon can help you understand what people are already saying about you and your organization, because knowing when and how 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. The faster you embrace this brave new world the faster you will benefit.



Call Lon
480.507.9900



Email Lon
LonSafko@LonSafko.com



www.Lonsafko.com



BIOGRAPHY

Lon lives in the future. Among his many accomplishments, Lon has founded 14 successful companies, has eighteen inventions and more than 30,000 personal papers in the Smithsonian Institution in Washington, D.C. He's created numerous hardware and software solutions for the physically challenged and developed the first CAD software for civil engineers.

Lon is an author of remarkable breadth, writing seven innovative books. His books have shown executives how to train managers to think creatively, detailed the secrets of launching a successful on-line strategy, and just be more successful in this eWorld we live in. His latest book, *The Social Media Bible, Second Edition*, unlocks the mysteries of the hottest new Internet wave, Social Media, such as Twitter, Facebook, and YouTube. This book is transforming organizations' sales, marketing, and P.R. strategies in profound ways.

Lon has been recognized for his creativity with such prestigious awards as The Westinghouse's Entrepreneur of the Year, twice nominated for the Ernst & Young / Inc. Magazine Entrepreneur of the Year; The Public Relations Society of America's Edward Bernays Mark of Excellence Award, and nominated as a Fellow of the nation's Computer History Museum. Lon has also been featured in Entrepreneur Magazine, The New York Times, PC Novice, and Popular Science Magazines, just to name a few. Lon was recently selected by the Smithsonian Institution to represent "The American Inventor" at their annual conference.

Lon's presentations will inspire you, whether you're corporate, government, or non-profit, by empowering you to improve your operations, performance, communications, marketing and increase your bottom line. As Lon says, "When you see your world from a different perspective, you see new ways to innovate everything!" Lon Safko sees the world in a new way every day.

MOST REQUESTED PRESENTATION

THE FIVE STEPS TO SOCIAL MEDIA SUCCESS

So, you have a Facebook page and you've sent out some Tweets, what do you do now? You integrate!

Social media is a lot more than a Facebook pages and a few Tweets, it's about understanding your total existing conventional marketing strategy, the psychological hot buttons of all of your different micro-demographics, where they go to socialize, how you reach them, and build trust. It's also about where you find the resources necessary to take on the challenge of integrating social media into your existing strategy and how do you measure your results. You can't manage what you don't measure.

The Five Steps To Social Media Success is taken directly from Lon's new book *The Social Media Bible's* entirely new Section 3 – Strategy! The Five Steps To Social Media Success!

ACHIEVING EXECUTIVE SUPPORT TOP 20 EXCUSES FOR NOT DOING SOCIAL MEDIA

Do your executives tweet? Chances are if they do, your company is actively involved in developing a cutting edge social CRM strategy. Like any emerging technology based innovation, integration and adoption can only move forward with active executive support. However, achieving executive support for your organization's foray into social CRM is not always as simple as getting a board of directors to micro-blog. With the ever increasing variety of social networks and technologies available to consumers - and tools which can effectively enable organizations to communicate and measure what's being said – it's imperative that executives remain at the forefront of the social CRM evolution:

- How to evaluate whether your executives fully understand social CRM
- First steps to effectively educating executives on the benefits of social CRM
- Strategies to manage executive objections and resistance towards social CRM adoption

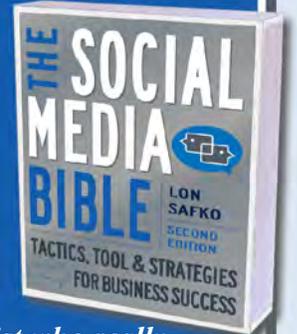


**CUSTOM PRESENTATIONS
ARE AVAILABLE UPON REQUEST**

WHAT READERS ARE SAYING

"The social media phenomenon is still ramping up and Lon 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. Lon deftly takes you from 'Social Media 101' all the way to PhD status in a style that is easy to understand, informative and powerful."

- Tom Asher
Director, Consumer Relations North America
Levi Strauss & Co.

"Lon Safko addresses 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

"Informative and entertaining...packed with useful information."

- Teledyne executive

"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 is awesome... Information was relevant and easy to grasp. Best part was the speaker by far...Lon is fun and energetic with lots to share. What an inspirational entrepreneur!"

- Saturn of Boise, ID



www.lonsafko.com/speaking/accolades

MOST REQUESTED PRESENTATION

Q & A

ANSWERS TO EVERY DIGITAL MARKETING QUESTIONS YOU'VE EVER HAD

Everyone has questions about the latest P.R., Customer Service, and Sales marketing craze. “how long should a vide be?” “What about privacy?”, “How do I control the message?”, “What if someone says something bad?”, “Where do I find the resources?“, “Should I even be doing social media marketing?”, “How much should I spend on social media?”.

“Hit Lon With Your Best Questions! - Come Prepared!” In this is a fascinating “face-to-face” with the country’s leading expert on digital media marketing. With this presentation everyone walks away with every question they ever had about social media and digital marketing answered for the maximum take-aways possible!

INNOVATIVE THINKING, THE PROCESS

Ever wonder why some people are more innovative and spontaneous than 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, and a greater bottom line for you and 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.



The Three C's Of Innovative Thinking



vimeo.com/16296290

WHAT PEOPLE ARE SAYING



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ENGLISH
KOREAN



SPANISH
CHINESE

#1
AMAZON



LON'S LATEST PRESENTATION

FUSE! - A LOOK AT A TOTALLY NEW CONCEPT FUSION MEDIA MARKETING

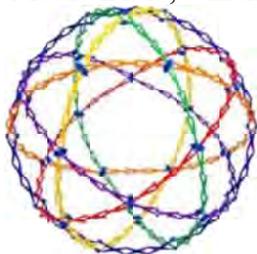
**Traditional Media, Social Media, Digital Media...
TraDigital Media**

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... In Three-D!

Learn more about Fusion Media Marketing from the Fusion Profit, Lon Safko, the author of the best selling book; The Social Media Bible, which hit #1 on Amazon.



**KEYNOTES, WORKSHOPS,
PANELS, & WEBINARS**



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www.Lonsafko.com

Social Media, The BIG Picture



The Introduction
vimeo.com/14934384



The Definition
vimeo.com/14934410



Take-Aways
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Virtual Worlds
vimeo.com/14934501



Social Networks
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Wisdom Of Crowds
vimeo.com/20745988

Just For Fun...



Will It Mulch With Lon Safko
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