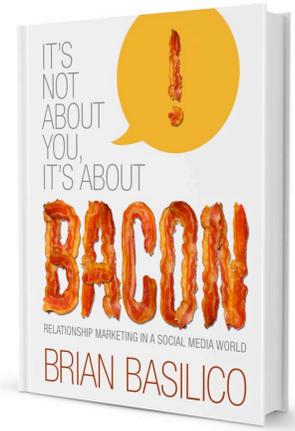


IT'S NOT ABOUT YOU, IT'S ABOUT RELATIONSHIP MARKETING IN A SOCIAL MEDIA WORLD



Social Media presentations are happening everywhere. There are many (so called) *Gurus*, who try to TELL you to about using Social Media. Brian Basilico has taught thousands HOW Social Networking is being used today to grow businesses. How did he learn these techniques? By doing them for his business, and then implementing them for clients. His clients have seen measurable improvements in Social Media interaction and sales! *But What's With The Bacon?*

“It's Not About You, It's About Bacon!”. Too often, many so called “*Gurus*” misinterpret the proper methods and underlying effectiveness of Social Networking. It's about not selling to friends and fans... but getting them to SELL FOR YOU! It's about branding yourself and your business, in a way that creates interactions, conversations and engagement that turns FANS into FANATICS.

In This Presentation... You will learn a series of cutting edge ideas and techniques about how using social media, can help to promote and grow your business. More importantly, you'll learn HOW Social Media can measurable increase traffic and interactions with your websites, and WHY this can increase sales. Finally, you'll learn more posting “*Why's*” and “*How To's*”, that help you better understand the Biz behind the Buzz!

Keep in mind that 30-60 minutes is a blip on the radar in learning most of these techniques and technologies, but you'll learn more than you might in some full day seminars! These technologies can change daily, but we continually learn about these changes to stay on top of Social Networking Tools like; Facebook, LinkedIn, Twitter, Pinterest, YouTube, Google+, Google Maps, Places, Analytics, Adwords, Blogs, Podcasts, Websites, Landing Pages, and more!



“I attended one of Brian's presentations today. This one covered Relationship Marketing. As in the past, his material was fresh, compelling, and practical and I learned new strategies. He specializes in providing useful information that we can immediately put to use in our businesses. Brian is talented at developing common sense, effective social media strategies for his clients and implementing them in an efficient way. I strongly recommend Brian.”

Tom Okarma - [Vantage Point](#)



Brian Basilico is a nationally recognized speaker, author, trainer and adjunct professor. He brings over 30 years of marketing experience to his award winning internet marketing company, B2b Interactive Marketing, Inc. Brian is a syndicated blogger, and has been featured as an guest expert in Entrepreneur and Inc. magazines, as well as various news articles, radio shows, and podcasts.