

# SPEAKING TOPICS

## SOCIAL MEDIA 2021

### 5 STEPS TO BUILDING YOUR SOCIAL MEDIA

Many professionals get started on social media with random posts, no roadmap and no clear idea of goals. While posting and being seen online is important, a clear strategy, and roadmap to execute it, will deliver consistent results over time. Participants will leave with a clear, detailed plan to leverage social media to drive results in their organization..

In this session, Tobi will reveal:

- How America's top businesses are successfully using social media to grow their bottom line. Current trends, statistics, case studies and examples.
- The 5 steps to building a productive social media plan
- The most valuable social media platforms for generating sales leads
- How to budget your online time for maximum results.

### AVOID 3 COMMON PITFALLS WHILE ONLINE PROSPECTING

Social Media gets big results, but often times these 3 simple missteps can stunt your organization's growth. Your time is valuable so let's maximize your efforts and get big results.

Attendees will learn:

- The 3 biggest Social Media Mistakes and how to steer clear of them.
- How to design a simple social media posting calendar that gets big results.
- The 3 Simple Profile tweaks that will instantly magnify your online impact.
- How to choose and leverage a solution to automatically handle your posts.
- How to create compelling content that delivers results.

### SOCIAL MEDIA OVER 40

Social media is not just a silly tool for teenagers anymore. It is a critical business tool that adds REAL dollars to your bottom line. However, middle-aged professionals did not grow up using these platforms, which sometimes leaves us feeling out of touch and lost with no idea where to begin.

Session highlights:

- Where to begin, even if you don't know the difference between hashtags and tagging
- Easily build a large following from scratch
- Top 20 social media terms you must know
- One simple strategy that will always keep you top of mind with your current contacts
- Social Media Success in 10 Minutes a Day



## TOBI MOYLE

SALES AND LEADERSHIP SPEAKER & MENTOR

### ABOUT TOBI

Tobi was an award-winning sales person before she grew into a regional leadership position where she trained hundreds of salespeople and sales leaders across the United States. Her corporate ladder 'climbs' led her to most recent role, Southeast Vice President, directly managing the Florida and Georgia markets, for Chase Bank.

TOBI LEARNED FIRSTHAND WHAT SEPARATES THE 'ACHIEVERS' FROM THE 'AVERAGE' AND NOW SHARES THESE SECRETS WITH HER AUDIENCE.

As a stubbornly driven young professional with a penchant for 'working hard', it took her years to fully understand the power and immense value of personal development. She realized that to achieve the level of success she ultimately wanted, she was going to have to become the person that attracted that level of success—learn new habits, take new steps and listen to experienced leaders.

SHE LIVES AND LEADS BY THE PHILOSOPHY THAT SUCCESS IS SOMETHING YOU ATTRACT BY THE PERSON YOU ARE...OR MORE APPROPRIATELY SAID, THE PERSON YOU BECOME.

### BOOKING INFO

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