



In this session, you will learn the business value of Social Media to:

- Reach new customer that you never thought possible
- Keep existing customers loyal and learn new channels of communication based on their preference
- Drive more business by becoming a trusted advisor and recognized expert

Changing Communications

We are undergoing a fundamental shift in the way we communicate with customers and within our businesses. With close to 25% of consumers having never known life without a computer, our customer base is requiring different forms of communication. The idea of creating customer relationships at the traditional front door of our businesses is disappearing as consumers are increasingly using the internet to conduct business. Companies and entrepreneurs today need to identify their new “front door” and learn how to leverage new communication technology to engage their customers using the right message at the right time on the right medium.

The challenge for businesses is to understand these new channels of communication, the technologies available, how to use them appropriately, and keeping consistency across all of them. Additionally, understanding the way consumers expect to be reached requires know-how and a unique strategy that is in harmony with the business’s culture. With many marketers believing that an average “prospect” will not turn into a client until they have viewed a company’s message at least 27 times – sometimes referred to as the “Law of 27” – it is imperative to gain an understanding of how technology can support this process, and make every engagement – whether it is with an existing or prospective customer – a meaningful one.

Social Media - The New Front Door to you Business

Learn about Web 2.0 and how it is changing the way we communicate. The internet is organizing itself into communities using Social Media and your brand is becoming more than just what you advertise - it is a collection of the conversations that are taking place on Facebook, Twitter, LinkedIn, etc. Social Media is democratizing information and giving power to citizen marketers. It is subverting traditional media and posing fundamental new challenges - and opportunities - for entrepreneurs. This presentation will help you understand and navigate through the new world of communications to reach more customers, keep them loyal, and drive more business.

Speaker Biography: Gustavo Garcia - President, Twentyseven Communications



Technology Evangelist, International keynote speaker, business development specialist, software engineer, Inventor and a professional member of the Canadian Association of Professional Speakers (CAPS); Gustavo Garcia is an entrepreneurial adventurer who’s impressive career includes all aspects of business communications and internet technology in more than 15 countries. As a Technology Evangelist, he inspires and intrigues audiences as one of the most knowledgeable and engaging professional speakers. Gustavo shares his pioneering and practical message, facilitating revolutionary ways of communicating using the latest trends in technology. His expertise will enlighten, encourage, and prepare you for tomorrow.