

Eric Cook Presentation Topics

The following are summaries of topics for conference presentations. Each session can be tailored for 60-90 minute length and includes copies of slides for audience download.

The Four Segments of Social Technology

When we hear the term "social _____" most people immediately think of Facebook, the 800 million-member strong online network. But, did you realize that online social "technology" can really be divided up into four distinct segments, each with their own purpose and online focus? In this session we'll explore the areas of Social Networking (building connections), Social Media (sharing information), Social Relevancy (online reputation) and Socially Facilitate World Tasks (creating business value). We'll share examples for each of these key segments and give you real-world advice on how to leverage all of the available in today's social web.

Three Components of Success Online

When it comes to succeeding online as a business these days, it's important that you have a strategy that looks at the big picture. For many businesses, that means evaluating the Destination (most likely your website), the Conversation (what you're saying on the web, and what it's saying about you) and your customers Location (such as the mobile phone) will uncover some shortfalls that need to be addressed. Unable to stand alone, each of these three elements plays off one another and creates a total online strategy.

Search, Surf and Social - The Three Conversations Online

Gone are the days of being able to rely on the Yellow Pages, newspapers or radio to delivery your message and connect your business with the right audience. Today, in our online "connected" world, consumers are "Googling" for your products and services in the search engines, getting news and entertainment from the web and other electronic devices and hanging out with one another in social sites online. If your business is still using a traditional marketing mix, there are tremendous opportunities being missed as the shift to a digital life continues. This session will explore real-world strategies for leveraging a search, surf and social strategy to get more business and make your cash register ring!

Additional Topics Include

- Leveraging LinkedIn Networking Strategies for Business Success
- Mobile Marketing Strategies and Trends
- The Evolution of Communication in a Technology-Driven World
- Leveraging the "Cloud" for Business and Personal Success
- "Sales" – It's Not a Four-Letter Word

If there is a particular topic that you would like to cover at your session, but do not see it listed above, just let me know. I'm happy to create sessions based on your particular area of interest or need.

Please contact me at eric@ericcook.com or (269) 841-5007 if you are interested in reserving a date for your next event.