

# Gina Johnson Smith



*Entrepreneur \* Author \* Speaker*

**CONFERENCE THEME: Freedom from Bondage**

**Gina Johnson Smith** is CEO of SPMG Media and author of **100 Important Life Lessons for Everyone**. She has spent the past fifteen years working with hundreds of individuals and organizations; consulting on Social Media marketing, communications and customer service techniques through her company, **SPMG Media** - a global media brand, her bestselling online marketing courses and thriving social media community.

Her presentations are interactive, engaging, entertaining and educational, with a mix of candid humor, straight talk as well as actionable steps. In the end, Gina delivers a unique blend of inspiration, as well as the tangible performance-improving insight necessary to help you own the game you most want to win.

**Social Media Marketing: Leveraging Your Social Media for Tangible Results**

*In this work shop you'll learn...*

- How to make social media “connect” for your business
- Blogging, podcasts, and how they fit in with your social media plans
- Creating compelling content that will encourage followers
- Tools to help manage your campaign
- Relationship Marketing through social media
- Determine your social media goals and develop a plan to reach them
- Metrics – what to look for to measure impact
- Building a thriving community – a how-to
- Connecting, amplifying, and maintaining your social media presence
- The most common mistakes being made—spot them on the horizon and take a detour