

SOCIAL MEDIA

AUTHOR | SPEAKER | STRATEGIST

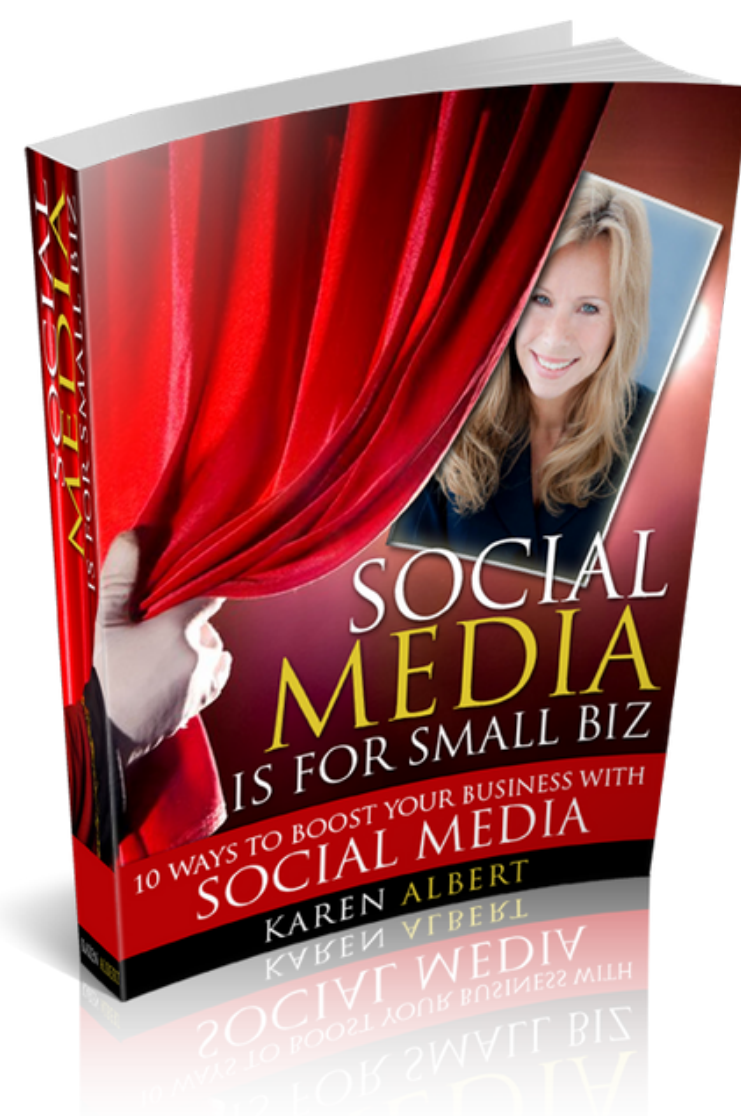


SOCIAL MEDIA IS *FOR* SMALL BIZ!

Who is Karen?

Karen Liz Albert, a Social Media strategist, speaker, author, trainer and seminar leader, is the Founder and President of Behind Your Curtain, a Social Media marketing company. Karen has over 20 years experience in marketing, consulting and professional training. Karen has successfully used her internet marketing and Social Media expertise to launch targeted Social Media marketing campaigns for small to mid-size business owners and individual entrepreneurs. She has spoken to dozens of professional groups and organizations about how to use targeted local Internet and Social Media tools to achieve tangible marketing results and how they can be used to promote brand awareness and increase customers.

Karen has also developed workshops that help small to mid-size business owners create strategic internet marketing and social media plans that help them target their audience and distinguish their brand and/or service. Karen's presentation Social Media Is For Small Biz is targeted specifically towards educating business owners and entrepreneurs on the value of Social Media and Internet Marketing for their business and their individual brand.



Signature Talks & Workshops

SOCIAL MEDIA IS FOR SMALL BIZ

In this interactive session business owners learn how to identify the "right" audience using client specific data, various Internet sources and leading indicators. They learn how to create their unique selling proposition and use the top social media tools to ensure effective communication.

LEARNING TO LEVERAGE LINKEDIN

In this session business owners and professionals learn how to optimize their LinkedIn profile to gain immediate exposure, to connect with their most powerful lead generating sources, design communication content that will attract the perfect referral source, and much more...

HOW TO WIN FANS AND INFLUENCE FOLLOWERS

Karen speaks on the top 10 ways to optimize your use of social media to effortlessly gain influential fans and followers. Learn techniques that will change the way your fans interact and respond to your social content and more...

REVIEWS

"Great presentation last night at the meeting of the American Business Women's Association. Especially for those of us stuck in the 20th century."
Judy T.

"Karen Albert knows a lot about social media and communicates her knowledge very effectively."
Dave A, Marketing Professor, Tarleton State College

"Karen Albert is a professional in every way. Smart, dedicated and always working for the benefit of her clients, she embodies the type of person you want working with you. She continually educates herself and stays up to date on Social Media and Marketing trends and shares her knowledge with not only her clients but with her competitors. She lives by the motto, "There is enough business for everyone."
Lisa H.

BOOKING INFO



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