

## SPEAKER PROFILE:

**Speaker:** Corey Perlman, Owner and President of Impact Social Agency, Inc.

**Facebook:** [www.facebook.com/impactsocialagency.com](http://www.facebook.com/impactsocialagency.com)

**Twitter:** [www.twitter.com/coreyperlman](http://www.twitter.com/coreyperlman)

**YouTube:** [www.youtube.com/eBootCamp](http://www.youtube.com/eBootCamp)

**Program Availability:** Keynote Speeches, Workshops, and Breakout Sessions

**Speaking Rate:** \$10,000 + \$1,500 Travel Stipend

**Travels From:** Atlanta, GA

### **Social Media Expert and Best-Selling Author of, *Social Media Overload!***

*"Of over 35 Presenters, Corey was the highest rated speaker we had at Virtuoso."*

**Jennifer Campbell** | Managing Director, Professional Development and Agency Services Virtuoso®

*"He's the only speaker we've ever invited back three consecutive years."*

**Monica Turner**, GOA Conference.



Corey simplifies social media into actionable takeaways your attendees can use today to grow their business. His programs are customized and value-packed, with zero fluff or technical jargon.

Corey Perlman is the owner of Impact Social Agency, Inc., which employs a team of highly-skilled digital marketing specialists who manage the social media accounts for over 40 com-

panies. So the strategies he teaches during his keynote and workshop presentations have been tested and proven.

## WHY HIRE COREY PERLMAN?

- **No Geek Speak.** Straightforward, easy-to-implement social media strategies that produce results
- **Fun.** Watch your audience create a physical 'Web Presence' by tossing colored yarn balls throughout the room. A perfect photo opportunity!
- **Unique.** Because he never does the same presentation twice. Corey will customize his program to fit the needs of the client.
- **Preparation.** He participates in pre-conference calls to learn about the event and arrives a day early to participate in conference or company activities.
- **Proven.** Corey owns a full service, digital marketing agency - so every strategy he teaches is tested and proven with his clients.
- **Easy to Work With.** He alerts you when he arrives at the airport, shows up very early for setup and leaves only after every question has been answered.

To learn more, visit [www.CoreyPerlman.com](http://www.CoreyPerlman.com) or see [Corey's Highlight Reel](#).

*Questions? Interested in Booking?*

*Contact us: 855-EBOOT-NOW or [info@coreyperlman.com](mailto:info@coreyperlman.com)*

## *PROGRAM OUTLINES:*

### **Social Selling!**

A step-by-step process of turning prospects into customers and customers into your digital salesforce.

- The digital sales process (Generate leads, Build Credibility, Stay Top of Mind, Close the Sale, Earn Repeat Business)
- Which platforms to focus on at each point in the sales cycle
- The types of content to create at each step in the process
- How to measure the success of your new digital sales strategy



### **Avoid Social Media Overload!**

*7 Ways to Simplify Your Strategy & Maximize Results*

Program Objectives:

- Fish where the fish are: Prioritize the sites you focus on.
- The New Rules of Google and how to capitalize.
- Common Website mistakes that almost every business makes.
- Easy ways to improve your Professional LinkedIn Profile.
- The proper way to use Facebook as a relationship-building tool.
- How to use LinkedIn as a powerful prospecting tool.
- Best practices for eMail Marketing, Blogging and Video.

### **The Daily Post:**

*Content creation strategies that win attention, fuel engagement and drive results*

A step by step strategy to efficiently and effectively post compelling content to your social networks on a daily basis. Stay 'top of mind' with your clients and prospects month in and month out without frustrating or annoying them.

During this session, you'll learn:

- A list of content categories for each day of the week
- The proper mix of images, video and written content
- How to turn one article or video into a week's worth of content
- Best practices for curating content from outside sources
- Do's and Don'ts when deploying a daily posting strategy

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*Additional notes:*

- Sessions can be conducted both as a keynote presentations and/or a workshops.
- Presentations are customized to fit the needs of your audience.
- Corey's book, *Social Media Overload*, can be offered as a reinforcement to the program.



## CLIENT TESTIMONIALS

"Corey was easy to work with and delivered a ton of value to us and our clients. The feedback on him was strong and people wanted to know when he'll return. I'd hire him again and get a bigger room!"

*Sharon Fanto - Vice President - Cox Media*

"Corey Perlman delivered an outstanding keynote presentation for our GSAE Luncheon. Our members have high expectations to receive strategy-laden information from our keynote speakers. Corey exceeded those expectations. We survey our members after an event and ask if the presentation helped them advance the mission and goals of their organizations. An unprecedented 100% of our attendees indicated Corey's presentation, "Social Media for Association Executives as "Excellent" or "Very Good" in this category. I would not hesitate to recommend Corey Perlman to any association looking for speaker who offers relevant, actionable information in an entertaining and cogent manner."

*Wendy W. Kavanagh - President - Georgia Society of Association Executives*

"Corey does an excellent job of illustrating the strength of social media to CEOs who know they need to be doing something – and are struggling to understand the ROI value. Corey also listens to your needs and works hard to tailor presentations to your audience – he took the time to look at websites and provide strong feedback to attendees in a supportive yet challenging manner. I highly recommend him to jumpstart a social media effort."

*Matt Croson - President - Adhesive and Sealant Council Executive Meeting*

"On behalf of KTM North America, Inc, I can truly say we were honored to have Corey Perlman speak in front of our North American dealers at our most recent convention. Corey designed his presentation to our market and made sure every item was easily understood among each of our dealers. Many of the dealers have already begun implementing changes on their websites and social media platforms and we have received many compliments on this portion of our show."

*Christy LaCurelle, Sport Marketing Manager - KTM North America Dealer*

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