



## Social Media and Your Brand



Over the past decade, many organizations have jumped in head first into the social media pool. Some hope that doing so provides the silver bullet that turns around a struggling marketing plan. The fact is that social media is not a quick fix. It is one of many tactics if used properly within a cohesive marketing mix that can help tell your unique brand story.

### What You Will Learn

- **How social media fits into the overall brand, culture, and strategy alignment.**
- **How to include social media properly into your marketing mix.**
- **Delivering a consistent and effective brand message via social media.**
- **How to promote and sell through education.**
- **Which social media platforms to use.**
- **Getting staff involved in your social media efforts.**

## Who Should Attend

- **CEOs and executive staff**
- **Marketing professionals**
- **Future leaders**

## About Your Facilitator

Ken has more than 20 years of experience in helping organizations make money, save money, and survive internal challenges and tough economic conditions.



As a facilitator for training and strategic planning sessions and an expert in brand concept, marketing and management, Ken has helped hundreds of organizations since 2001. In addition to his career of working with CEOs, CFOs and COOs, he has also served as an executive of three different financial institutions throughout the country and has assisted many small-to medium-sized businesses to reach new levels of effectiveness.

Ken is also a co-founder of the Police Officers' Credit Union Association and author of *The Pocket Guide to Strategic Planning: The 90-Day Quick Fix for the Business Owner or Manager* and *The Strategic Planning Workbook and Guide for Financial Institutions*. His articles have appeared in many trade publications including *The Credit Union Journal* and *ABA Bank Marketing*. Born and raised in Chicago, he earned a Bachelor of Science in Finance and an MBA in Entrepreneurship from DePaul University as well as a Certificate in Integrated Marketing from the University of Chicago.