

# Neal Schaffer

KEYNOTE SPEAKER • AUTHOR • CONSULTANT

featured by



"Neal Schaffer is one of the few TRUE EXPERT STRATEGISTS in this vast new social media reality we live in."

- Pepe Aguilar, Eight-time Grammy-winning artist

Maximize Your Social

## Demystifying and Embracing Social Media for Success

### The Evolution from Social Media to Social Business

Defining social business and future trends evident in the current business practice of social media - and what your organization needs to future proof your business and take advantage of the opportunities. This presentation will ensure that your organization is up-to-date in social media best practices and understand the trends that will shape its future. The presentation includes a look at the emergence of newer, visual social networks in the social media landscape, the growing need to be more visual in social media marketing in general, how smart companies are leveraging advocacy both inside and outside the company to strengthen their social business, and what companies need to do to succeed in social media in 2016 and beyond.

### Maximizing Social Media for Professionals & Businesses

A popular topic for professional associations where members include small business owners as well as those from a wide variety of disciplines but with the same objective: To learn why social media is so important to their businesses as well as careers. This presentation provides a summary of what businesses need to know concerning all of the major social networks, and leaves the audience with a roadmap of where they need to go next to find ROI in their social media efforts.

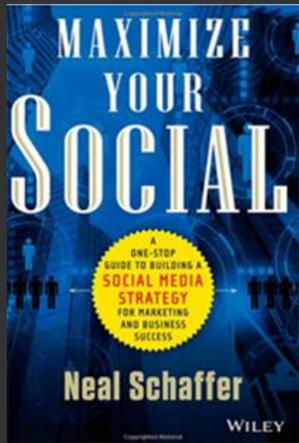
### I'll Show You Social Media ROI if You Show Me Your Social Media Strategy

Neal takes his experience in social media strategy consulting and provides businesses with the information they need to start creating and implementing their own social media strategy. By the end of this presentation, attendees will no longer question the ROI in social media and instead focus on their social media strategy, tactics, and measurement.

### How Social Selling is Changing Sales

Neal's background in B2B sales gives him a distinct advantage on explaining how adopting social selling best practices can help complement the efforts of your sales team to generate leads, deepen customer relationships, and close business. This presentation also looks at the overlap with Employee Advocacy efforts that is reshaping the relationship between Sales and Marketing.

Neal's Books  
Available Online!



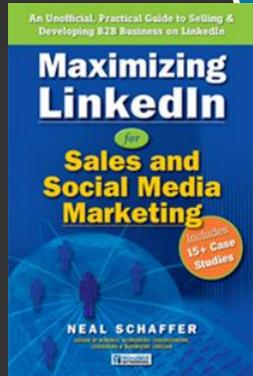
"Neal was brilliant, concise and his knowledge of Twitter, Linked-in and Facebook was outstanding. Not only did our delegates benefit from his knowledge, but Neal made it easy to take this information and integrate into their future of client communication using Social Media." Roz Kaye, Manager Member Services at Association of Financial Advisers (AFA)

"Neal's keynote was on target, informative, and engaging. He is very honest and personable too. I'd recommend Neal to any group seeking expertise on Social Media! Thanks again Neal." Eric Hilden, Career Placement Officer, Saddleback College

"If you're looking to maximize your measurable, profitable results on LinkedIn, Neal is an excellent choice from whom to learn via his speaking, training and consulting services!" Mari Smith, Internationally Renowned Facebook Expert

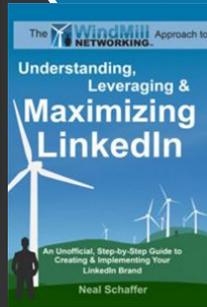
"Neal's comments and suggestions provided the audience with immediate takeaways for implementation. Neal is a compelling and natural speaker, with a friendly manner." Lawrence Kirsch, Senior Management and Marketing Consultant

"Our revenues have exceeded many times our original goals. I can't say enough about how much Neal's work helped us getting to where we are today." Rusty Braziel, President RBN Energy



## Ready To Maximize Your Social?

Book and connect with Neal today!



-  (888) 541-3429
-  [neal@maximizeyoursocial.com](mailto:neal@maximizeyoursocial.com)
-  <http://maximizeyoursocial.com>
-  /nealschaffer
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Neal Schaffer is a recognized innovative leader in the world of business social media. In addition to being named one of marketing's ten biggest thought leaders by CMO.com, Neal has also been recognized as a Forbes Top 50 Social Media Power Influencer two years in a row as well as a Forbes Top 5 Social Sales Influencer. A global social media keynote speaker, Neal is the author of three social media books, including the definitive book on social media strategy **Maximize Your Social**, which is used as a textbook at many universities. As a consultant, Neal has helped create and optimize social media strategy for dozens of companies from Fortune 50 enterprise to a Grammy Award-winning Musician to startups. Neal also teaches social media marketing at Rutgers University and the Irish Management Institute.

Neal has a unique ability to demystify and inspire businesses and professionals to understand and truly embrace the potential that social media has for many business objectives including sales, business development, marketing, customer service, and human relations for B2B, B2C, non-profit organizations, as well as government institutions. Neal's proven expertise and speaking experience on a variety of social media topics has brought him international praise and is frequently invited outside of his Southern Californian home to speak around the world. Neal has spoken on 4 continents, including Africa (South Africa), Europe (Denmark, Finland, Ireland, United Kingdom, Germany, Austria, Romania), Asia (Japan, Malaysia), and North America (Canada, United States). He has presented at national conferences on marketing and social media including Social Media Marketing World, Marketing Profs B2B, Social Media Strategies Summit, Corporate Social Media Summit, iStrategy, Content Marketing Conference, and the Gravity Summit on Social Media.

