

# eBOOT CAMP

PROVEN INTERNET MARKETING  
TECHNIQUES TO GROW YOUR BUSINESS

## SPEAKER PROFILE

**Speaker:** Corey Perlman, Owner and President of eBoot Camp, Inc.

**Blog:** [www.eBootCampBook.com/blog](http://www.eBootCampBook.com/blog)

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

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

**You Tube:** [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!***

"He's the only speaker we've ever invited back three consecutive years." Monica Turner, Graphics of America (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 eBoot Camp, Inc., which employs a team of highly-skilled digital marketing specialists who manage the social media accounts for over 40 companies. 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.



*Questions? Interested in Booking?*  
Contact us: 855-EBOOT-NOW or [Shay@ebootcamp.com](mailto:Shay@ebootcamp.com)

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- **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)  
For Corey's Highlight Reel [click here!](#)

## PROGRAM OUTLINES:

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

*7 Ways to Simplify Your Strategy & Maximize Results*

60-90 minutes

#### **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.

### **Digital Marketing eBoot Camp!**

*Get more done in a few hours than your competition will do all year.*

3-4 hours

Attendees will be given an activity guide and are encouraged to participate on their digital device.

#### **Program Objectives:**

- Website Hot Seat. Corey will perform live reviews of Websites from volunteers.
- Content Plan. Attendees will create a content strategy for their social media sites and other digital platforms (blog, email, video).



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- Participants will makeover their LinkedIn Profile based on best practices shared during the presentation.
- Quality reviews and testimonials are critical to all businesses. Participants will practice requesting these reviews on the platforms that are right for their business.
- Facebook has changes the rules and businesses need to adjust. Attendees will work on new Facebook strategies that include their business, personal and private Facebook groups.

## **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 new book, *Social Media Overload*, can be offered as a reinforcement to the program.

## CLIENT TESTIMONIALS

“Corey was a fantastic speaker for the Virginia Society of Association Executives (VSAE). His presentation was fresh, relevant, and clearly presented. In fact, one member said it was the presentation he had been waiting to hear for years. And from a staff standpoint, Corey was great to work with leading up to the event. He was responsive and it was clear he paid attention to the audience. We are unique at VSAE and he was flexible to create a presentation to fit our needs. I would certainly recommend him to anyone looking for a presenter on social media.”

*Brandon Robinson, CAE- VP at Eisenman & Associates, Inc., June 16, 2015*

“Engaging, knowledgeable, thoughtful, well-prepared and fun ... just a few words to describe our keynote speaker for AENC's 2015 Technology Conference. From his first minutes at the podium to his last, Corey maintained attendees' attention with a fast-paced, focused stream of valuable content and tips for social media success. Recognizing the range of social media experience in the room, Corey tailored his presentation to ensure there were takeaways for all. One of our most popular presenters. We will definitely be asking Corey back in the future.”

*Karen Peterson, CAEC- Executive Director at Association Executives of North Carolina (AENC), June 15, 2015*

“Simply outstanding. Corey Perlman recently spoke at VSAE and provided an excellent overview of social media objectives and a tremendous amount of guidance and tools to make our systems work more effectively. Probably the most effective presentation I can remember. Now I have a manageable "to-do" list to make our organization more effective.”

*Bob Bradshaw- President & CEO at Independent Insurance Agents of Virginia*

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"Corey Perlman delivered an outstanding keynote presentation for our April, 2013 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: Where to Spend Your Time for Maximum Results," 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  
Keynote April 2013*

"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 June 2013*

"Corey exceeded my expectations at our workshop. My customers that attended were excited about the business opportunities that social media presents. Anyone in the restaurant business today needs to hear Corey's presentation and apply his recommendations."

*Gary Heath - Marketing - Sysco Foods Marketing Workshop June 2013*

"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. It was the first time our company brought in a social media expert and the attendance and audience feedback was well received. 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. We are grateful to Corey and the eBoot Camp team for their effort."

*Christy LaCurelle, Sport Marketing Manager - KTM North America Dealer  
Meeting June 2012*

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“Corey Perlman has presented outstanding sessions for the past two years at Graphics of the Americas.

Attendees have made comments like:

- "This was the BEST seminar of the show!"
- "This seminar was worth the cost of the trip."
- "This guy is awesome!"

We think he's pretty awesome, too. We typically don't ask the same speaker to return year after year, but Corey's sessions are so well received and relevant that we are asking him to return for a third consecutive year.

Corey really stays on top of the latest trends and strategies in a market that is continuously changing. His material and presentation style are remarkable.”

*Monica Turner, Director of Communications - Graphics of the Americas Conference February 2010, 2011 and 2012*

“I’ve attended four or five social media seminars in the last six months, and would rate eBoot Camp as the best one of the bunch. I learned more in two hours with Corey than in a full day workshop that was more than triple the cost. The eBoot Camp seminar is not another “How to set up a Facebook page” lecture, it’s actionable information about how to go from having a social media presence to having a targeted social media strategy.”

*Shanna Reimer, Workshop Attendee - Social Media for Small Business Workshop put on by Dale Carnegie Training of Philadelphia - September 2012*

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