



COREY PERLMAN, CSP

SPEAKER PACKET

Corey delivers customized and interactive Digital Marketing keynotes and workshops to companies and conferences around the world.



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💻 www.coreyperlman.com

📷 [@coreyperlmanspeaks](https://www.instagram.com/coreyperlmanspeaks)

▶ [youtube.com/c/coreyperlman](https://www.youtube.com/c/coreyperlman)



PROGRAM OUTLINES

As a keynote speaker, Corey delivers results with his engaging interactive talks that are always tailored to serve his client's individual needs.

TOP SPEAKING INDUSTRIES

Travel and Tourism
Healthcare
Professional Services
Business Associations

MOST REQUESTED KEYNOTE TOPICS

Authentically Social: Putting Culture, Community and Connection at the Core of your Digital Strategy.

Social Selling: Turning Prospects into Customers and Customers into your Digital Salesforce.

MOST REQUESTED WORKSHOP TOPICS

Digital Marketing Masterclass: Overhaul your Digital Footprint and Outpace your Competition

The Daily Post: Content Creation Strategies that Win Attention, Fuel Engagement, and Drive Results

"We decided not to do business with you.": Are you pushing potential prospects to your competition?

All keynote and workshop presentations can be customized to fit client needs - detailed descriptions on next page.

Authentically Social

We don't do business with professions, **we do business with people**. In this thought-provoking presentation, Corey will challenge your audience: **Would you consider yourself to be Authentically Social?** Is your digital footprint made up of a mix of engaging content that is worthy of your customers and prospects or is it a sea of curated content with no connection to your identity?

Corey will share examples of how businesses are creating a real connection with their audience resulting in a **loyal and trusted tribe**.

In the past, it was perfectly acceptable to "pay no attention to what's going on behind the curtain," but today, that's exactly what your audience wants to see. Leave this presentation with a plan to **put culture, community and connection at the core of your digital strategy**.

Key Participant Takeaways:

- Prioritize the Platforms that make sense for your business
- Create the Narrative for your Digital Story
- Determine your Delivery to Develop Real Connection with your Tribe
- Best Practices to Amplify your Story to the Masses

Social Selling

It's not a question of whether or not social media is an effective sales tool. The question is whether or not it's working for you. Corey's keynote unpacks the sales process and **motivates your team** with a step-by-step process for **winning business on social media**.

He **shares best practices** from 10+ years as the owner of a digital agency on **how his clients** generate leads, build credibility, close the sale and turn happy customers into repeat business and referral partners. No matter your profession, you can either win (or lose) business with what you're doing on the web.

Key Participant Takeaways:

- New Ways to find New Leads
- Digital Blind spots that can Damage your Credibility
- Content Tips to Stay Top of Mind with Prospects
- Secrets to Turn Customers into Salespeople

Digital Marketing Masterclass

Tired of social media overviews with no actionable takeaways? Would you prefer that your attendees leave with a specific to-do list they can immediately implement? Put them through a Digital Marketing Masterclass and watch your conference evaluations soar!

Key Participant Takeaways:

- Fish where the fish are: Prioritize the social sites you focus on and eliminate the rest
- Are you a Google Ghost Town? Best Practices to move up search engine rankings
- Common Website mistakes that are sabotaging your visitor's experience

The Daily Post

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.

Key Participant Takeaways:

- Why creating a content calendar is the secret to success
- Creating a proper mix of images, video and written content
- How to turn one article or video into a week's worth of content

"We decided not to do business with you."

When someone chooses not to do business with you or go with a competitor, they rarely tell us why. More often than not, it's because of something they see (or don't see) online. Discover the holes in your digital footprint that may be sabotaging your sales and pushing prospects to your competition.

Key Participant Takeaways:

- The Google Game. Ways to rank higher and give off a better first impression.
- Common Website Mistakes that are costing you customers.
- Online Reputation Management. How to be proactive in limiting negative reviews and increasing 4 and 5-star reviews.
- Build rapport, stay top of mind and earn referrals on Facebook and Instagram.



TESTIMONIALS

Close to a decade of keynote speaking has produced a long list of highly satisfied clients.

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

~Jennifer C., Managing Director, Virtuoso®

*"**Engaging, knowledgeable, thoughtful, well-prepared and fun ... just a few words to describe our keynote speaker for AENC's Technology Conference. Corey maintained attendees' attention with a fast-paced, focused stream of valuable content and tips for social media success.** ~Karen P., Association Executives of North Carolina (AENC)*

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

~Monica T., Graphics of America

*"Corey **listens to your needs** and works hard to **tailor presentations to your audience.** He took the time to look at profiles and provide strong feedback to attendees in a supportive yet challenging manner." ~Matt C., Adhesive and Sealant Council*

*"Corey **instantly connected** with our network of advisors and I immediately noticed them **putting his suggestions into practice.** We have received great feedback from our advisors wanting Corey to be involved in future TPI conferences." ~Sheila L., Travel Professionals International*

*"Corey was excellent in breaking down the digital/social media lingo and **kept it fun and interactive.** After his presentation, he had a line of people waiting to speak to him one-on-one and Corey took the time to do so!" ~Amanda M., Vision Ease*

Some of Corey's Past Clients:



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BIOGRAPHIES

Perlman's proven strategies help organizations harness the power of social media in ways that directly impact their bottom line.

SHORT BIOGRAPHY

Corey Perlman is a speaker, consultant, and nationally-recognized social media expert. His latest book, *Social Media Overload!*, ranked #1 on Amazon.com in every major business category.

Corey's spoken for brands such as General Motors, The PGA Tour and Sysco Foods on how to drive business results through social media. His company, Impact Social, Inc., employs a team of highly-skilled digital specialists that manage the social media accounts for over 40 businesses. When not working, Corey loves singing Jimmy Buffett lullabies to his young son and trying to overtake his adolescent daughter for the most Instagram followers.

LONG BIOGRAPHY

Bestselling author and top-rated speaker Corey Perlman helps businesses succeed through digital marketing. He teaches well-tested and current social media strategies. As the owner of Impact Social Inc., Corey Perlman is at the forefront of digital marketing for over 10 years. He started his career with the eCommerce Division of General Motors, before launching his consulting and speaking business in 2009. Since then, he's worked with such notable brands as Sysco Foods, The American Healthcare Association, Dale Carnegie Training and The PGA Tour.

As a keynote speaker, Corey Perlman delivers results with his engaging interactive talks that are always tailored to serve his client's individual needs. He is continually rated as a top speaker by companies big and small.

The celebrated author of two bestselling books, Perlman's first, *eBoot Camp!* ranked No. 1 on Amazon in every major business category. His most recent, *Social Media Overload! Simple Social Media Strategies for Overwhelmed and Time-deprived Businesses* has been called engaging, relevant, a must-read, and spot-on marketing advice for any business. Close to a decade of keynote speaking has produced a long list of highly satisfied clients.