



# Iowa Western Community College Presents

## Defining Social Media in Business With Jamie Crager

### Proposed full day outline:

**Session 1: Introduction to social media as marketing channel**

**Session 2: Introduction to social networks & interactive media**

**Session 3: How to reach new customers with social media**

Clarify Your Mission, know your Brand (Everyone is not your customer)

Channels (social networks): Which vehicles are going to carry my voice? (Focus on Twitter, Facebook & YouTube)

Content creation: Where do I begin and what do I do with it?

**Session 4: How to engage new customers with social media**

Core Purpose: Why are you engaging?

Conversations: Where and when to have them

Connections: How to make them  
Communication & online relationship management strategies

**Session 5: How to create online conversion funnels that move new customers where you want them to go**

Define your Conversions

Setting up your Conversion Funnel for success

Optimizing your website for success  
Listening, Monitoring and Measuring

**Session 6: Social Media Strategies**

For those who don't have a lot of time or a large marketing budget

**Session 7: Review and Q & A**



Full day conference/training sessions held 8 to 4:30pm in:

**Council Bluffs, Looft Hall  
2/29/12**

Call 712-325-3255 to register

**Atlantic (manag 99 40)  
3/14/11**

Call 712-243-5527 to register

**Harlan (manag 99 50)  
3/28/12**

Call 712-755-3568 to register

**Shenandoah (manag 99 60)  
4/11/12**

Call 712-246-1499 to register

**Cost \$99 which includes Lunch and Continental Breakfast**

Jamie Crager is the founder of CROWDSHIFTER Media and a Interactive Media & Marketing Consultant, Speaker & Author. Previously, for over 10 years Jamie was the Founder & CEO of Crager, Inc., which provided branding, design, marketing and printing services to over 70 clients in the Omaha area and throughout the United States.

In late 2009, he was diagnosed with Padgett's Disease, a non-curable bone disease, which brought many life changes, including changing directions as a business owner. He became a Marketing Consultant for Infogroup, the leading provider of data & digital marketing services, with a focus on helping businesses succeed in email marketing, online advertising, Search Engine Marketing & Social Media Marketing. He then moved into Licensing, helping provide data solutions that power online search, in-car navigation systems, mobile devices and other applications to some of the worlds largest and successful companies.

He also specialized in the Express Update Service, which helped brands and search engine marketing companies distribute enhanced data throughout Infogroup's broad partner network so they can be found easily. While there he received the following achievements:

- Voted Best Social Media Consultant 2011 by Omaha Businesses via B2B Magazine
- Google AdWords Qualified Individual
- 2011 Stevie Awards Finalist for National Accounts Manager of the Year
- Miller Heiman Certified in Strategic Selling & Large Account Management

He is currently writing a book called "CROWDSHIFTING: How to reach , engage & move your audience using interactive media".

You can connect with Jamie on [Twitter](#), [Google+](#) & [LinkedIn](#)