



SOCIAL MEDIA: How To Convert Likes To Sales

Hello Sandy,

The LA SBDC is proud to present: **SOCIAL MEDIA: How To Convert Likes To Sales**, a four part series, hosted by Deborah Deras, The Social Media Goddess, Professional Speaker, Author, and creator of the Be A Paid Speaker Now Podcast, has produced over 64 episodes which have led to coaching, speaking, and training gigs. Check out the webinars below!

SOCIAL MEDIA 101: How to convert likes to sales

Monday, May 2nd @ 2:00 PM

We all know we have to be on Social Media but how do we create a Social Media strategy that targets our revenue goals and turn likes into sales, comments into customers, and shares into raving fans that can become brand ambassadors for our company. This comprehensive and interactive workshop will give you the playbook of how to use Social Media for Sales

During this interactive Webinar you will discover:

- How to clarify Social Media marketing goals
- Which social media platform to be on that is right for your business
- How to authentically connect with your audience so they like and trust you.
- The big mistakes made when trying to schedule posts on various platforms
- The 5 C's to convert likes to sales
- Discover a powerful tool to immediately get engagement without spending a dime
- Q&A

[Register Here to Attend](#)

How to Sell Online- Part 1

Monday, May 9th @ 2:00 PM

With COVID-19 and the pandemic, we know now more than ever we need to have our brand visible and active online. We are posting now on Social Media and in our weekly newsletter but how do you shift from likes to sales.

During this interactive webinar you will discover:

- How to shift your perception of sales to love it
- What income-producing activities can you focus on
- The 5 P's of Marketing applied to online sales success
- How to shift the old ways of doing sales to modern online strategies
- How effective branding leads to sales
- What is an internet sales funnel and why do I need one
- 7 strategies to close a sale
- How to use effective marketing to attract sales

- How to use the Power of Synergy
- Plus resources to take your sales to the next level
- And much more

[Register Here to Attend](#)

How to Sell Online- Part 2

Monday, May 16th @ 2:00 PM

With COVID-19 and the pandemic, we know now more than ever we need to have our brand visible and active online. We are posting now on Social Media and in our weekly newsletter but how do you shift from likes to sales.

During this interactive webinar you will discover:

- How to shift your perception of sales to love it
- What income-producing activities can you focus on
- The 5 P's of Marketing applied to online sales success
- How to shift the old ways of doing sales to modern online strategies
- How effective branding leads to sales
- What is an internet sales funnel and why do I need one
- 7 strategies to close a sale
- How to use effective marketing to attract sales
- How to use the Power of Synergy
- Plus resources to take your sales to the next level
- And much more

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How To Create A Social Media Content Calendar

Monday, May 23rd @ 2:00 PM

We all get overwhelmed by Social Media because we are wearing many hats and think we need to be on every platform. The fact is we only need to be posting on the

platforms where our target market is spending their time. The best way to get organized and efficient is to create a social media calendar. I have a saying: schedule it in your calendar, see it in your life and I will show you how to do it to save time, energy and make you money.

During this interactive Webinar you will discover:

- Who is your ideal target market not who you can serve who you would like to serve because they are your best customers/clients
- Which platforms are they spending their time on
- What are their top three pain/problems that your product or service solves?
- What 2-3 Social Media Platforms are best for your business
- What will you post
- How do you organize posting?
- How can you systemize posting?
- How you can delegate posting
- Bonus everyone will leave with a content calendar template to customize to your business

[Register Here To Attend](#)

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En Espanol: 800-794-1402 www.bit.ly/SBDCeventbrite

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