

Seminar & Course Offerings



Lynette Young is a seasoned corporate trainer and conference speaker and can present on any number of subjects, ranging from 15 minutes to multi-day seminars. Below are a few examples of more popular talks she's covered.

Digital Tribes is Lynette's latest talk on how both people and companies represent themselves to the online world.

Social Media : Two Way Communication

- ★ **How to Make Sure You're Listening More Than You're Talking** : While it may be instinctual to broadcast your benefits and advertise/market to your prospective clients, social media does not play by the same rules as traditional media marketing. Learn why it's more important to listen to what is being said about your brand and how to interpret and act on those messages.
- ★ **Talking Back** : Expanding your reach outside your own circle and learning to participate and add value where your customers live – on blogs and social networks. Active, dedicated community interaction and management is crucial in this arena.
- ★ **Marketing Where The Money Is** : Audience identification hinges on not only finding the right people to listen to, but the right people to sell to. By focusing your online efforts in the most profitable places, you can gain fans and customers while minimizing your time and cost.

Social Media : Best Practices

- ★ **Beyond Text: Bringing Multimedia Immersion to Your Message** : While some may say 'print is dead', print on the web (or your iPhone) is alive and well. YouTube is one of the world's most popular web destination for a reason. Learn to reach beyond the the 'printed word' and draw your clients into a multimedia experience that will position you as the go-to source in your industry.
- ★ **The "Who / What / Where / When / Why / How" of Your Content** : It's not all about Twitter and Facebook. Find out the tools you want, the conversations to have, and the discipline you need to launch a successful ongoing social media program.

Bringing Your Brand to Social Media

- ★ **Who Owns Your Brand? It's Not Who You Think** : All the money you have spent on Google AdWords, billboard advertising, logos, web design and Super Bowl commercials don't create a brand – your customers do. All you can do is help drive how the crowd interprets the information you put forward. Learn how to give them what they want.
- ★ **Embracing the Negative** : Learning how to not just contain the damage or ignore it, but actively solicit the conversation-starters into repairing your image. Don't want to get into the space because you are afraid of negative conversations about your brand? Guess what? It's happening if you are there or not.

Grassroots Marketing Using Social Media

- ★ **Purple Cows in the Pasture** : Learn how to reward and encourage the most passionate of your customers into spreading your ideas for next to nothing.
- ★ **Unexpected Evangelists** : Breaking out of the pack and using the most vocal opponents to your advantage.
- ★ **Real-Life Interactions** : How to effectively leverage sponsorships, meetups / Tweetups, and contests to create word-of-mouth buzz.

Corporate Social Networking

- ★ **Empowering Employees to Spread the Message Within Your Own Walls** : Learn why you should be using a social media platform within your own company and how this leads to empowered, informed, enthusiastic employees acting as your most loyal cheerleaders.

Get Started Now!

Contact us today for more information on having Lynette speak at your company or conference.



Office: 1027 South Clinton Avenue
Trenton, NJ 08611
Phone: 609.858.2016
Email: info@PurpleStripe.com
Web: www.PurpleStripe.com