



Karen **YANKOVICH**
SOCIAL MEDIA MARKETING CONSULTANT

DISCOVER CONVERSATIONAL MARKETING

Conversational Marketing is using Social Media to have conversations with your customers to increase sales. I love conversation, and in 2015, there are so many ways to have conversations with your customers. I'm a digital strategist, and I can help you find YOUR social voice.

AS SEEN ON



BlogHer

THE HUFFINGTON POST



The CEO of UpLevel Media, Karen offers results-oriented and expert conversational marketing strategies that position clients to bring in instant results. Her background includes over twenty years in the fields of information technology, marketing, and customer relationships, making social media her ideal niche.

Karen offers coaching and consulting for entrepreneurs, guiding them to creating wealth by combining smart business practices with simple proven systems that develop and maintain strong customer relationships. Her unique specialty blends her "get it done" attitude with a passion for soulful living in her personal services and online workshops.

Signature TALKS

1. STOP MAKING NOISE, START MAKING MONEY! PROFITABLE SOCIAL MEDIA

Online marketing is HOT! In this brand new presentation, you will gain the tools and tactics you need to succeed at social media marketing in the 21st Century. We'll cover how to find your social voice, and use social media to communicate with your clients for authentic sales.

You will discover:

- **The first mistake that 1 in every 10 people makes** when doing it themselves... and how you can avoid it to make YOU stand out from the crowd!
- **Exactly how to create a strategy** so that you always know what to post, how/when/where... this alone is priceless to those that use it right!
- **How to position yourself AS AN EXPERT** to get the biggest effect for your business (this is where most people struggle and waste opportunity – that won't be you!)
- **And everything else you need to know** about «schmoozing» prospects to get your name out there!

Ideal For:

Marketing and PR Professionals, Entrepreneurs, Business Owners, Authors

2. FIVE REASONS WHY YOU ARE LEAVING MONEY ON THE TABLE IF YOU AREN'T USING LINKEDIN

In this exclusive, behind-the-curtains look at the best-kept secret in Social Media, you'll uncover the tricks that all top marketers rely on to generate exposure and get more clients. You'll learn the 5 reasons you're leaving money on the table if you're not using LinkedIn, and what to do really leverage it's power. Karen also shares success stories that her clients have enjoyed – tips you can use for your own business!

She will share:

- **What to START doing right now** if you want more clients (that 99% of your competition isn't doing!)
- **How to use your LinkedIn groups to your BEST advantage...** make every one of your posts count for as much as possible!
- **When hiding behind your computer isn't enough** and her top-secret strategy for getting the biggest bang for your buck... (Because let's face it, at some point you're going to need to ramp it up even further!)
- **And every other one of her best Free LinkedIn Secrets** that she can legally share!

Ideal For:

Anyone who does not have a personal marketing department!

Additional TALKS

CONVERSATIONAL MARKETING

How to find your social voice, and use social media to communicate with your clients for authentic sales.

SMART, SOULFUL, SUCCESSFUL

Stop making noise, start making money. How to find your social voice, and use social media to communicate with your clients for authentic sales.

LEVERAGING LINKEDIN

How to use LinkedIn to create 'social selling' that will pack your sales funnel, increase brand visibility, and generate unlimited leads.

THE HOW, WHAT AND WHY OF LINKEDIN

Why you need to be using LinkedIn, what you need for massive success, and how to significantly increase LinkedIn sales.

ESTABLISH YOURSELF AS AN EXPERT WITH TWITTER

Twitter is an efficient and exciting tool to establish yourself as an expert in your field. It's the express train from anonymous and unfamiliar, to credible and unmistakable.

PRAISE

Karen's presentation was **impactful, informative and inspiring!** The points she made were not only relevant, they were also delivered in a way to make them easy to implement. She was **engaging, entertaining and right on the mark** when it comes to tailoring her presentation to the audience. She captured our attention right from the go, and held it throughout. When an audience is still talking about the presentation the next day, you know you have a hit. **Karen is gifted!**

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- Meshell R Baker | Managing Director, eWomenNetwork

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Unbelievable job the other week at the PA Women's Conference! I had the pleasure of listening to one of your breakout sessions and it gave me a lot of insight into how I am branding myself online. Thank you for all your hard work, I have no doubt **you inspired many women at the event.** Thank you again.

- Jessica Kennedy | Curator, Art Consultant, Gallerist

I have been to countless Social Media seminars and nobody got me off my butt like Karen did to embrace Twitter, blogging etc. **She has an unbelievable amount of knowledge and expertise, and I am so happy** to have found her company!

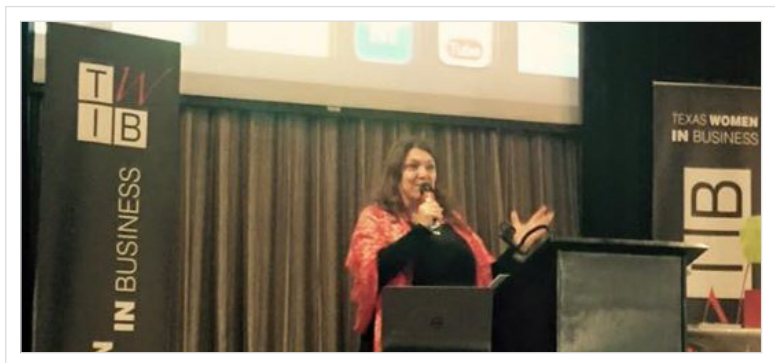
”

- Phyllis Caputo | Sr. Regional Leader, Primerica Financial Services (PRI)

PAST SPEAKING ENGAGEMENTS



BOOK KAREN TODAY



Choose from her signature talks or contact her to brainstorm your group's specific needs and she can create something that is custom-tailored to it. Connect with Karen through connect@karenyankovich.com for your needs.

Lets start the conversation today!

> SEND SPEAKER REQUESTS TO
CONNECT@KARENYANKOVICH.COM