

# Corey Perlman

## Social Media and Digital Marketing Speaker

Please contact a GDA agent for information.

### Topics

- Branding / Marketing
- Social Media

### About Corey Perlman

Corey Perlman is a speaker, consultant, and nationally-recognized social media expert. Both of his books ("eBoot Camp!" and "Social Media Overload"), ranked #1 on Amazon.com in every major business category. Corey has presented his highly interactive social media session to well known brands such as Sysco Foods, American Healthcare Association and The Dallas Cowboys. His company, eBoot Camp Inc., employs a team of highly-skilled digital specialists who manage the social media accounts for companies around the world.

When not working, this modern-day nerd enjoys long walks with his wife through the aisles of Best Buy and loves taking his two young children on summer vacations to Silicon Valley.

### Select Keynotes

- **Authentically Social: Put culture, community and connection at the core of your digital strategy**
  - Define your digital identity
  - Prioritize your platforms
  - Humanize your brand
  - Build lasting relationships
- **Digital Marketing Masterclass: Overhaul your digital footprint and outpace your competition**
  - 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 the search engine rankings
  - Common Website mistakes that are sabotaging your visitor's experience
- **Social Selling: Turning prospects into customers and customers into your digital salesforce**
  - Which platforms to focus on at each point in the sales cycle
  - The types of content to create at each step in the process
  - How to measure the success of your new digital sales strategy
- **The Daily Post: Win Attention, Fuel Engagement and Drive Results**
  - 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

### Select Book Titles

- **2014:** Social Media Overload! Results-Focused Web Marketing Strategies For Overwhelmed And Time-Deprived Businesses.
- **2009:** eBoot Camp: Proven Internet Marketing Techniques to Grow Your Business

### Select Testimonials



"Simply outstanding. Corey Perlman recently spoke at VSAE and provided an excellent overview of social media objectives and a tremendous amount of guidance and tools to make our systems work more effectively. Probably the most effective presentation I can remember. Now I have a manageable "to-do" list to make our organization more effective."

– *Bob Bradshaw, President & CEO at Independent Insurance Agents of Virginia*

"Corey was a fantastic speaker for the Virginia Society of Association Executives (VSAE). His presentation was fresh, relevant, and clearly presented. In fact, one member said it was the presentation he had been waiting to hear for years. And from a staff standpoint, Corey was great to work with leading up to the event. He was responsive and it was clear he paid attention to the audience. We are unique at VSAE and he was flexible to create a presentation to fit our needs. I would certainly recommend him to anyone looking for a presenter on social media."

– *Brandon Robinson, CAE, VP at Eisenman & Associates, Inc., June 16, 2015*

"On behalf of KTM North America, Inc, I can truly say we were honored to have Corey Perlman speak in front of our North American dealers at our most recent convention. It was the first time our company brought in a social media expert and the attendance and audience feedback was well received. Corey designed his presentation to our market and made sure every item was easily understood among each of our dealers. Many of the dealers have already begun implementing changes on their websites and social media platforms and we have received many compliments on this portion of our show. We are grateful to Corey and the eBoot Camp team for their effort."

– *Christy LaCurelle, Sport Marketing Manager - KTM North America Dealer Meeting June 2012*

"Corey exceeded my expectations at our workshop. My customers that attended were excited about the business opportunities that social media presents. Anyone in the restaurant business today needs to hear Corey's presentation and apply his recommendations."

– *Gary Heath - Marketing - Sysco Foods Marketing Workshop June 2013*

"Engaging, knowledgeable, thoughtful, well-prepared and fun ... just a few words to describe our keynote speaker for AENC's 2015 Technology Conference. From his first minutes at the podium to his last, Corey maintained attendees' attention with a fast-paced, focused stream of valuable content and tips for social media success. Recognizing the range of social media experience in the room, Corey tailored his presentation to ensure there were takeaways for all. One of our most popular presenters. We will definitely be asking Corey back in the future."

– *Karen Peterson, CAEC, Executive Director at Association Executives of North Carolina (AENC), June 15, 2015*

"Corey does an excellent job of illustrating the strength of social media to CEOs who know they need to be doing something – and are struggling to understand the ROI value. Corey also listens to your needs and works hard to tailor presentations to your audience – he took the time to look at websites and provide strong feedback to attendees in a supportive yet challenging manner. I highly recommend him to jumpstart a social media effort."

– *Matt Croson - President - Adhesive and Sealant Council Executive Meeting June 2013*

"Corey Perlman has presented outstanding sessions for the past two years at Graphics of the Americas. Attendees have made comments like: • "This was the BEST seminar of the show!" • "This seminar was worth the cost of the trip." • "This guy is awesome!" We think he's pretty awesome, too. We typically don't ask the same speaker to return year after year, but Corey's sessions are so well received and relevant that we are asking him to return for a third consecutive year. Corey really stays on top of the latest trends and strategies in a market that is continuously changing. His material and presentation style are remarkable."

– *Monica Turner, Director of Communications - Graphics of the Americas Conference February 2010, 2011 and 2012*

"I've attended four or five social media seminars in the last six months, and would rate eBoot Camp as the best one of the bunch. I learned more in two hours with Corey than in a full day workshop that was more than triple the cost. The eBoot Camp seminar is not another "How to set up a Facebook page" lecture, it's actionable information about how to go from having a social media presence to having a targeted social media strategy."

– *Shanna Reimer, Workshop Attendee - Social Media for Small Business Workshop put on by Dale Carnegie Training of Philadelphia - September 2012*

"Corey Perlman delivered an outstanding keynote presentation for our April, 2013 GSAE Luncheon. Our members have high expectations to receive strategy-laden information from our keynote speakers. Corey exceeded those expectations. We survey our members after an event and ask if the presentation helped them advance the mission and goals of their organizations. An unprecedented 100% of our attendees indicated Corey's presentation, "Social Media for Association Executives: Where to Spend Your Time for Maximum Results," as "Excellent" or "Very Good" in this category. I would not hesitate to recommend Corey Perlman to any association looking for speaker who offers relevant, actionable information in an entertaining and cogent manner."

— Wendy W. Kavanagh - President - Georgia Society of Association Executives Keynote April 2013