



# Webinar Series

## "GET INTO THE CONVERSATION" - SOCIAL MEDIA GUIDANCE FOR BUSINESS OWNERS & PROFESSIONALS

### Session # 1 - What is Social Media

- An overview of what social media is all about and how to get started

### Session # 2 - Deal Sites

- What to ask, other best practices and how to create your own deal

### Session # 3 - Growing your Followers and Fans

- Finding followers, engaging, building relationships and creating loyal "fans"

#### Schedule:

Session # 1 - What is Social Media - Tuesday, March 6th, 2012

Session # 2 - Deal Sites - Tuesday, March 13th, 2012

Session # 3 - Growing your Followers & Fans - Tuesday, March 27th, 2012

(All webinars are at 10:00 am PST)

#### Cost to attend:

Series - Sessions # 1, 2 & 3 - ALL FOR ONLY \$60

Book each session separately - \$25 each

Registration accepted at <http://ckgolfsolutions.ca>

Visit our [website](#)  
or call  
604-506-2226 to  
sign up today!

# CK Golf Solutions - Providing education and training on social media (from the beginner to the advanced).

## Session Details

### # 1 – What is social media?

An overview of what social media is and how to get started

- What is social media – push messaging vs. conversation
- Web 1.0, 2.0, 3.0
- Social Media revolution Video
- Traditional Media vs. Social Media
- What is Blogging?
- Starting on Facebook
- Your first Tweet
- Mobile
- Creating a social media policy
- 5 things social media can't do
- 5 things you should do to be successful

### # 2 – Deal Sites

What to ask, other best practices and how to create your own deal

- Pros and cons
- How to evaluate the 'pitch'
- Questions you should ask
- The math - products & services
- Redemptions vs. purchases
- Negotiations
- Final planning
- Your own leverage

### # 3 – Growing your followers and fans

Finding followers, engaging, building relationships and creating loyal "fans"

- What are you posting? – Content discussion
- Are you engaging?
- Your website
- Using the tools - @replies, RT's, tagging
- Twitter.com/search
- Who is talking about you? – Google alerts
- Friendorfollow.com
- Use your database
- Cross-Posting
- Insights – what are they telling you



PGA OF  
CANADA

JEFF CIECKO HAS BEEN A CLASS A MEMBER OF THE PGA OF CANADA FOR 14 YEARS. HE HAS BEEN A FINALIST FOR THE PGA OF BC HEAD GOLF PROFESSIONAL OF THE YEAR AWARD AND IS A TWO-TIME WINNER OF THE NGCOA BC CHAPTER FOUR SEASONS GOLF PROFESSIONAL AWARD.



NGCOA

CK GOLF SOLUTIONS HAS BEEN A CORPORATE MEMBER OF THE NATIONAL GOLF COURSE OWNERS ASSOCIATION BC CHAPTER FOR FOUR YEARS AND HAS ATTENDED THE NATIONAL CONFERENCE IN NINE OF ITS TWELVE YEARS. CK GOLF SOLUTIONS HAS ALSO WORKED AS A SALES TEAM FOR THE NGCOA.

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## TESTIMONIALS

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We had CK Golf Solutions run social media training sessions for us in May 2011. The presentation was hands on and relevant to our business. It created a lot of positive energy around the office in regards to using social media as a part of your overall marketing plan. Jeff and Tara delivered what was promised and I would have no hesitation on recommending them or having them back for another presentation.

- Amrit Lalli, BCom, FMA, CFP, Division Director, Investors Group Victoria

"I have worked with Jeff (CK Golf Solutions) to get my social networking platform established and moving along. Jeff is very knowledgeable in this area - and in marketing - and is a great resource for us to consult - would recommend that you work with Jeff!!"

- Don MacKay, Owner Muskoka Highlands Golf & President of the National Golf Course Owners Canada

WOW!!! Fantastic session (webinar)! Who knew there was soooo much to think about with Third Party Deals. The content was great! Your logical sequencing was great! Your pace was great! Your voice projection was great! Did I say this was a great session? Thanks a million. If you'd like to do another in the 1Q 2012 we'd love to have you!

-Susan Sweeney, Dean eLearningU.com

Jeff is a "Big Picture" person that understands that true business growth lies in the little things... customer service, relationships and Trust is how Jeff has built his reputation and he has become a master at using social media to accomplish his goals. He does what he says and what's most amazing is that he does it as fast as technology allows. Jeff is a true professional and he gets better every day, if you want to learn how to use social media to benefit your business...50 minutes with Jeff is the difference between you and your competition!! August 30, 2011

-Ashley Chinner - Director of Golf, Signature Risk Partners Inc.

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CK GOLF SOLUTIONS ALSO PROVIDES SOCIAL MEDIA SPEAKER SESSIONS AND TRAINING FOR INDIVIDUALS AND BUSINESSES AS WELL AS ELECTRONIC NEWSLETTER SERVICES. VIEW OUR [SOCIAL MEDIA TRAINING BROCHURE](#).

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[WWW.CKGOLFSOLUTIONS.CA](http://WWW.CKGOLFSOLUTIONS.CA)

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