

# Andrea J. Stenberg

## *Speaking, Coaching, Consulting*

A recent study by RBC shows that **only 39 percent of Canadian small businesses use social media**. But of the businesses that more than half are generating 25 to 50 percent of their revenue from online sales.

### So why aren't small businesses using social media?

- They're confused about which one to use
- They're not sure their customers are using social media
- They don't know how to market themselves effectively on social media
- They're worried they'll do something that will do more harm than good.

Andrea's lively and engaging talks will teach your audience what they need to know to market themselves online and inspire them to take action.



## Topics

### I'm on LinkedIn ... Now What?

#### *5 Ways to Grow Your Business Using the #1 Social Network for Business Professionals*

With over 200 million business professionals registered LinkedIn is the social network for grown-ups. But too many people register for a LinkedIn account, connect to a few people then sit there wondering, "what now?"

In this popular presentation Andrea shares specific examples and case studies on how business people can use LinkedIn to make better business decisions, hire better employees, solidify relationships with past and current clients and yes ... get new clients!

### 5 Facebook Myths that are Stopping You From Marketing on Facebook ... but shouldn't

Facebook has over 1 billion active users. But most people don't know that almost half of Facebook marketing campaigns reported a return on investment of more than five times, while 70 percent had a return on investment greater than three times. (*source: AllFacebook*)

And yet many small business owners have misconceptions about Facebook marketing that are keeping them offline. Andrea's compelling talk dispels these myths and gives participants tools to get started.

### Other Speaking Topics

*I Can't Believe I Said That – how to repair your online reputation*

*7 Essential Marketing Strategies that Cost Less than \$100*

*Getting Started with E-Biz: A Beginners' Guide to Selling Products & Services Online*



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## Biography

Andrea's audiences benefit from her twenty-plus years of diverse marketing experience, gained through working in the corporate world, and through her extensive work with non-profit organizations, and small businesses. She is an engaging and entertaining speaker who has appeared on dozens of radio shows, podcasts and stages, both large and small.

Andrea's success as a speaker comes from her unique understanding of what is holding business owners back from social media marketing. She has been there, experienced the same struggles herself, and has come out the other side, having learned the secrets to achieving social media marketing success.

Today, she is passionate about passing along these secrets to other business owners, giving them the key to unlock their own potential and achieve their own great success.

## Testimonials



### Boris Mahovac

Social Media and Online Marketing Coach, Speaker & Author, iBizAcademy.com (top 1% profile in 2012)

“ Andrea was a guest expert on my Contacts2Clients training tele-seminar series. I connected with her on LinkedIn and listened to her podcast series before inviting her to be a guest on my tele-seminar. She delivered a very focused and lively presentation and provided great value to my audience. If anyone is looking for guidance on how to use LinkedIn and social media to grow their business, Andrea is the business coach to connect with!

### Pam Morrison

Owner, Buttonhole Quilt Design

“ Andrea's marketing seminar was filled with relevant information. I left feeling invigorated and couldn't wait to start implementing some of her suggestions and ideas into my own business.



### Wendy Adams

Administrative Assistant at Owen Sound & District Chamber of Commerce

“ Andrea was the featured speaker at our sold out Business Women's Network Breakfast. Andrea spoke on using Linked In as a business tool, the material covered was clear and well paced. Andrea was able to cover a lot of different aspects of Linked In in a short period of time. I particularly enjoyed the many examples that she used. All the attendees walked away with information they could use to make the most of being on Linked In.



### Clinton Stredwick

Principal, Pioneer Planning Solutions, Creating Value Through Land Use Change

“ Andrea provided an excellent overview of facebook, twitter and linkedin. More importantly you showed me how I could use them more effectively! Listening to her is time well spent!



### Jim Ansell

Great seminar tonight Andrea!  
It was a real eye-opener... ;-)

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### Mrinkbee @Mrinkbee

10 Nov 10

@andreastenberg Really enjoyed your Social Networking Presentation today Andrea! Good luck tonight too!

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