Event Schedule

Thu, Mar 28, 2019

8:30am

Registration is Open

🕐 8:30am - 9:00am, Mar 28

📍 pocahontas greadington learning & creativity center @ Tulsa Central Library

Registration Opens

9:00am

Welcome to SMTULSA

🕐 9:00am - 9:30am, Mar 28

📍 pocahontas greadington learning & creativity center @ Tulsa Central Library

Session

9:30am

Once Upon a Time Not Long Ago: Story Telling in the Digital Age

🕐 9:30am - 10:00am, Mar 28

📍 pocahontas greadington learning & creativity center @ Tulsa Central Library

Session

You all tucked in? Heeeeere we go. Ok, so storytelling in the digital world isn't difficult for 100-year-old brands, but what about your company/brand? How do you tell the story of your brand? Video, Photos, UGC? After I welcome you to#SMTULSA, I'll prepare you to think about your story and how you can use the tools you learn during the conference to tell your story across your social platforms. We'll talk about some of my favorite digital storytellers too. Cozy up to the front of the room for this one kids.

10:00am

Live 2 Launch: Launch that Program with Livestream

🕐 10:00am - 11:00am, Mar 28

📍 pocahontas greadington learning & creativity center @ Tulsa Central Library

Breakout

PROBLEM - Launching a product or service can be extremely time-consuming. Between, email marketing, sales pages, landing pages, webinars, etc, most entrepreneurs and small businesses feel overwhelmed. SOLUTION - I conducted 1 livestream a day for 5 days and was able to make 6 thousand dollars in profits. (PS - without any ad spend) With time, this system has been tweaked to increase engagement, viewership, and ultimately sales. SESSION - This session is intended to give participants a blueprint for strategically using Livestream content to launch a product or service. By combining real-world examples, and walking through the method, participants will leave the room ready to launch their new product! KEY TAKEAWAYS - --> The most common

mistakes people make when livestreaming --> Blueprint for launching a product / service using livestream --> List of tools needed to launch your product using livestream

11:10am

Telling your story is more than opening your mouth
🕐 11:10am - 12:10pm, Mar 28
📍 Creative space 1

Breakout

Learn to effectively tell your digital story by telling your story in this session, either on stage or with each other

Do you think of old people sitting around talking when you think of storytelling? As marketers and people using the digital world for business, there's more to learn about how to tell your story effectively. We'll look at pre-submitted videos from attendees, and work through the process of using your story to market your product or service. Come prepared to be part of the presentation, this is an interactive session!

Your Book Can Be Your Atomic Business Card
🕐 11:10am - 12:10pm, Mar 28
📍 Creative space 2

Breakout

This session will help you: 1 - Organize your material to become a better presenter, 2 - Teach you how to turn your material into a published book, and 3 - Inform you how to utilize your book to advance your personal and professional goals BONUS - I will also teach you how to better organize and utilize your network for the benefit of everyone.

12:10pm

Lunch
🕐 12:10pm - 12:45pm, Mar 28
📍 pocahontas greadington learning & creativity center @ Tulsa Central Library

Lunch

Grab some food, Connect with your new friends

12:45pm

Power Point Karaoke
🕐 12:45pm - 1:15pm, Mar 28
📍 Creative space 1

General Session

This is a SMTULSA staple. Raise your hand if you dare

1:30pm

Bringing Sexy Back: How to Market a Boring Business

🕐 1:30pm - 2:30pm, Mar 28

📍 Creative space 1

Breakout

Four strategies marketers can use to creatively promote their companies

Real-world examples of how "boring" businesses market and engage their audience

Learn how to implement the techniques in your own experience with a mini-case study

Content Marketing for the Non Writer: Unlocking the Secrets of Engaging Content

🕐 1:30pm - 2:30pm, Mar 28

📍 Creative space 2

Breakout

This session will teach attendees how to write effective, engaging content even if writing is not their strong suit. In this interactive session, I will use the attendees and a few props to demonstrate and teach them how to connect and engage with an audience in a genuine and authentic way. Attendees also will learn five simple and actionable tips for writing compelling content that is useful, entertaining, and accessible, allowing them to connect with their audience and drive meaningful engagement. The actionable steps I will share include: 1. KISS – Keep It Simple Stupid: How to simplify and why simplifying is important. 2. Let's Have a Conversation; How genuine, familiar, conversational writing can boost readership and keep audiences engaged. 3. Know the Meaning of Value and Actually Offer It: Using real world examples, we will explore what true value looks like. 4. Show Your Brand's Personality: Using punctuation and formatting to your advantage and other fun ways you can make the most boring topic interesting and engaging.

2:40pm

SEO 101: For successful Content Marketing

🕐 2:40pm - 3:40pm, Mar 28

📍 Creative space 1

Breakout

What is SEO & Why is it Important?

Google Zoo: algorithm updates & future trends

Keyword Theme Selection: short & long-tail, voice search, local search

Actionable On-Page SEO tips

Technical SEO: What you need to know

Video

◷ 2:40pm - 3:40pm, Mar 28
◉ Creative space 2

Breakout

    TBD

3:50pm

How to Think Visual First – Tricks of the Trade from a Reformed Word Wizard
◷ 3:50pm - 4:50pm, Mar 28
◉ Creative space 1

Breakout

We all know the photos and videos are attention getters on social platforms…. but how does great visual content happen? It's not as easy as people think, and planning for it should be a foundational element of every marketing effort you undertake, including those NOT on social media. We'll explore how to do that, why it matters, and how to direct and produce photos and videos to get what you really want.

The Social Media Framework for Multi Location Businesses
◷ 3:50pm - 4:50pm, Mar 28
◉ Creative Space 2

Breakout

Social and Reviews Now Impact Every Part of Your Business Funnel

- Social is 2nd only to referrals as a customer acquisition source

- 78% of purchase decisions are influenced by social content

- 70% turn to social and reviews for customer care issues

- 60% seek an alternative if they see more than 3 negative reviews

Yet for multi-location brands and businesses, effectively managing all the likes, comments, reviews, and messages across 100s or 1000s of social profiles and review sites can be daunting.

Join SOCi's Jacob Chappell, as he dives into the 3 pillars of localized social at scale - Presence, Care, and Growth. This session will arm you with strategies and tactics you can act upon immediately to enhance your social media and reputation management strategy, at both a national and local level, to drive sales and loyalty.

5:00pm

Social Media Team
◷ 5:00pm - 5:30pm, Mar 28

Day 1 Wrap up

5:30pm

Networking Cocktail party

🕐 5:30pm - 8:30pm, Mar 28

📍 wxyz Bar @ Aloft Downtown Tulsa

Opening Night Reception

> a short walk across the parking lot

Fri, Mar 29, 2019

8:30am

Registration is Open

🕐 8:30am - 9:00am, Mar 29

📍 pocahontas greadington learning & creativity center @ Tulsa Central Library

Day 2 Registration is open

> Grab a cup of coffee and get ready for a jam packed Day 2

9:00am

Old School Marketing is the Future

🕐 9:00am - 10:00am, Mar 29

📍 Creative space 1

General Session

> Thru the innovative and proven methods that Meeks Group has been developing for almost 60 years in business, Craig will talk about the combination of "old school" marketing methods along with the newer digital approaches. Come learn how to build a personalized marketing approach that hits your leads and customers in all the areas they pay attention.

10:10am

Mastering Instagram: How to leverage Instagram to leverage your brand

🕐 10:10am - 11:10am, Mar 29

📍 Creative space 1

Breakout

> The attendees will walk away with tangible information that they can use immediately including:
>
> - How to Build and Grow Your Instagram Following
>
> - Learn Simple Instagram Hacks to maximize engagement
>
> - Discover types of content that works best for your audience
>
> - How to plan and automate your content

Real World Experiments in Social Media That Helped Companies Get Higher Rankings

on Google
🕐 10:10am - 11:10am, Mar 29
📍 Creative space 2

`Breakout`

> 1 - A powerful Pinterest process that helped a Dallas party rental company get an additional 200 website visitors a day within 1 week of implementing

> 2 - A YouTube experiment that ranked a video #2 on Google within 24 hours

> 3 - How adding one simple phrase to a social media profile helped an IT company get a number 1 listing in Google's local Map Pack for an important keyword

11:20am

Starstruck: Review management by the numbers
🕐 11:20am - 12:20pm, Mar 29
📍 Creative space 1

`General Session`

> How to get the 5 stars, appreciate the 4 star, learn from the 3 star, deal with the 2 star and avoid the 1 star review. Are you starstruck or. starstuck? Mike Bausch, owner of Andolini's Pizzeria, LLC, named one of the Top 10 pizzerias in America by TripAdvisor – based solely on reviews – shares his insights for proactive reputation management in an always-on world. Learn how to manage a business' online presence and reputation in this age of always on / always connected, always easy to put people on blast. How do you train staff to avoid issues in the first place? What do you lead with (the experience, vibe, quality) to proactively reduce issues?

12:20pm

Andolini's Pizza
🕐 12:20pm - 1:00pm, Mar 29
📍 pocahontas greadington learning & creativity center @ Tulsa Central Library

`Lunch`

1:00pm

Power Point Karaoke
🕐 1:00pm - 1:30pm, Mar 29
📍 Creative space 1

`General Session`

> Finish your lunch or take the stage. This is your time to talk

1:40pm

Facebook ads: Beyond the Boost
🕐 1:40pm - 2:40pm, Mar 29

📍 Creative space 1

Breakout

Hands-on session that walks through how to set up a business account. This involves everything needed before creating campaigns, ad sets, and ads: pixels, audiences, and account structure.

Increase your Linkedin Power in Four Easy Steps
🕐 1:40pm - 2:40pm, Mar 29
📍 Creative space 2

Breakout

You have to realize that you've been using LinkedIn wrong. LinkedIn is poised for tremendous growth in 2019. Get these four concepts right before you miss out on the next big trend in Internet Marketing:

1. Protecting Your Network

2. Building Intrigue

3. Complete Your Profile

4. Engage With Your Audience

2:50pm

Background Magic: Making Automation Work for you
🕐 2:50pm - 3:50pm, Mar 29
📍 Creative space 1

Breakout

Where is that magic wand that we wave and it will do all the boring repetitive work for us?? If we can't have wands, we can have automation tools like Zapier, IFTTT and MailChimp. Learn how to spot which tasks can be automated most easily, and then set it and forget it!

Panel Discussion Social Media for Events
🕐 2:50pm - 3:50pm, Mar 29
📍 Creative space 2

Breakout

4:00pm

Panel Discussion & Beer Tasting
🕐 4:00pm - 5:00pm, Mar 29
📍 Creative space 1

General Session

5:00pm

Wrap up and Beer tasting
🕐 5:00pm - 6:00pm, Mar 29
📍 pocahontas greadington learning & creativity center @ Tulsa Central Library

Tasting/Reception

7:00pm

SMTULSA wrap party.
🕐 7:00pm - 9:00pm, Mar 29
📍 Location TBD

Final night cocktail party