



CCINW Meeting

Thursday September 22, 2016

JonDon Airport Way Seattle

Success with Social Media

Joe Kowalski - Service Monster

Social media marketing has been a catchphrase for several years - to the point that some industry marketing experts will tell you there is no other marketing worth your time.

The questions most people have revolve around content: What do I post that gets attention without offending anyone? How do I get more views/likes/shares without wasting time and money? How can I stay ahead of the ways that social media companies change, seemingly just to irritate business owners?

This presentation will address these questions and maybe simplify the process of using social media marketing.

How do you know if you should attend?

- You're confused and angry; get these "social" people off my lawn!
- if you've done some social marketing, or want to, and want to make sure you're getting a good return.
- If less than 24.8% of your leads come from your social campaigns.

Everyone should attend. You know this is critical to your business.

No sales pitches. Just insight and education.

When: Thursday September 22, 2016

5:30P Dinner at 6:00P – Presentation to follow

Where: Jon-Don, Seattle South Shop

4111 Airport Way S

Seattle, WA 98108

Cost: \$25.00 per CCINW members and their guests

\$35.00 at the door and non-members

RSVP: 877) 692-2469 or email: info@ccinw.org

*Attendance at all CCINW-WW chapter meetings
earn ½ IICRC continuing education credit*

Joe Kowalski is either:

- A director, actor, editor, and You Tuber working on short-form and long-form film content, local and national television, Internet shorts and other media.
- A true street riding BMX legend (better known as “Butcher”) pushed the limits of tricks, invented grind variations, and generally opened up unexplored avenues of street riding.
- The founder of Principle Focus, a software firm that makes some kind of business stuff
- A 6 foot 6 US Navy seaman and demolitions expert in the James Rollins Sigma Six series. Primary role: Muscle.
- A video game developer best known for his work on Guitar Hero II, and Middle Manager of Justice.

Come find out for yourself. There will be a quiz.