

Dan Green

President at The Green Internet Group

Indian Orchard, MA, US

Engaging, educational, entertaining seminars and workshops for business, trade associations and nonprofits.

Biography

Dan launched his career in New York in advertising and public relations, where he worked with some of the country's top brands. Dan also has many years' experience in small-business marketing, franchise business operations and field consulting. In 2005, Dan became the first area president of TruePresence, a national internet marketing firm specializing in web design and search engine marketing. Dan's clients have included Johnson & Johnson, Sears, Warner-Lambert, Monsanto and Pepsi, but he prefers the individuality of his smaller business clients.

Dan launched The Green Internet Group to help business owners fully leverage the digital marketing and social media by offering results driven marketing planning, consulting, training and creative services.

Availability

Keynote, Panelist, Workshop, Author Appearance

Industry Expertise

Social Media, Professional Training and Coaching, Advertising/Marketing

Areas of Expertise

Social Media Rroi, Search Engine Marketing for Local Bbusiness, Web Marketing Planning, Lead Nurturing and Analytics

Affiliations

Massachusetts Restaurant Association, Northampton Chamber of commerce Mengonline , member, Board of Ko Theater Works, Web Analytics Association

Sample Talks

Clicks to Cash

Optimizing your Social Media Marketing to Increase Efficiency and Performance

Focus and goals: Strategic use of social media to produce measurable business value;

Define success: How to choose attainable objectives and know if you are winning;

Tools and applications: Get better results in less time;

Engagement: Increasing the value of your existing social network;

Negative comments: When to engage, when to step back;

Integration: How to integrate social media with online and offline;

Event Appearances

Optimizing your Social Media Marketing to Increase Efficiency and Performance
SCVNGR Summer School for Business

Education

NYU
B.S. Political Science

The New School for Social Research
Communications

Accomplishments

Increased client sales and average of 11% in a down market

Covering New England for a national franchise company, our regions sales were 19% over the next top region. Goals accomplished through management training and guerrilla marketing, coaching and incentive programs.

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