

# **Ron Cates**

**Digital Marketing Speaker, Expert, Evangelist at The Ron Cates Companies**

Phoenix, AZ, US

One of the world's leading digital marketing experts.

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As an international speaker and master of ceremonies, Ron Cates has spoken to over 200,000 business owners and leaders in seven countries. He is known for his ability to inspire and educate; both as a motivational speaker and as an expert on digital marketing. His entertaining and informative approach energizes events in a unique and unforgettable way.

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Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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Social Media, Events Services, Public Relations and Communications, Direct Marketing, Business Services, Non-Profit/Charitable, Advertising/Marketing, Information Technology and Services

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Email Marketing, Digital Marketing Best Practices, Social Media, Engagement Marketing, Social Media Marketing

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## **Social Media Marketing Made Simple**

This information-packed seminar will review the essential strategies and best practices a business or organization should understand in order to successfully get started with social media marketing. You will learn what social media marketing really is and why it's important, various social media networks and tools: how they interact, ways to leverage their strengths, and how to evaluate them for best use for your business or organization.

## **Supercharge your Facebook Marketing**

Most businesses already see the value in connecting with their current and potential customers via social media. But the challenge is figuring out what you actually need to do with social media in order to drive real results for your business or organization. This seminar is the "what, why, and how" of social campaigns: how to drive repeat business and amplify word of mouth by engaging your happy customers, stay top of mind to make it easy for them to share your message, and measure results.

## **Engagement Marketing**

This presentation will help your audience understand how the marketing landscape for small business has changed and how to make that change work for them. We will focus on key ideas such as, word of mouth in a social world, the engagement marketing cycle, and how your audience can use that engagement to drive social visibility that will bring customers back through their door and introduce new prospects to their business.

## **EventSpot**

Events are an integral part of how you market your small business or organization. From sales meetings to fundraisers and online training seminars, events help you attract new customers and members. Events deepen existing relationships with customers and members, generating more revenue and long-term participation. In this seminar you'll learn how online event marketing tools offer everything you need to set up online registration and promote your events easily, affordably and professionally.

## **The Power of Email Marketing**

Email is the most cost-effective, targeted, trackable, and efficient way to build and maintain relationships for businesses & non-profits. Learn how to master the basics of professional email communications with this comprehensive look at best practices and winning strategies for finding and keeping permission-based subscribers, increasing deliverability and open rates, writing good subject lines and content, getting readers to take action, and becoming a trusted sender.

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## **Email and Social Media Marketing**

Get Down to Business 2012

## **The Power of Email Marketing & Search Engine Optimization: Improving the Visibility of Your Website**

Constant Contact Speaker Series

## **The Power of Email Marketing**

Constant Contact Speaker Series

## **Social Media Marketing Made Simple**

Constant Contact Speaker Series

## **Social Media Marketing Made Simple**

Constant Contact Speaker Series

## **The Power of Email Marketing**

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## **KEYNOTE SPEECH**

National Extension Association of Family and Consumer Sciences Conference

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