

Zoe Cairns

Social Media Trainer / Social Media Speaker / Social Media Strategist / Social Media Speaker at ZC Social Media

Rochester, United Kingdom, Kent, GB

Social Media Strategist / Social Media Trainer / Social Media International Speaker/ Social Media Speaker

Biography

Social Media Marketing online to some of you may feel very daunting, but is very easy and straightforward when approached in a step by step process.

If you could build your presence, awareness, trust and expertise online via a step by step process, would this help?

I help individuals and small businesses to create an online awareness by providing in depth, step by step coaching via videos, webinars, and one to one mentoring on social media.

I can help position yourself as an expert and authority in your chosen niche by introducing you to social media networking and video marketing techniques, strategies and concepts.

I have helped many individuals and businesses to establish their online presence, attract new clients within their niche, which in turn has increased their business profits and built their email list!

By introducing you to Social Media Networking (Facebook, Twitter, Digg, Linked In, YouTube) and The Power of Video, I can help you take your business to the next level!

I would love to help you and provide you with all the necessary knowledge and tools to get you converting more leads to prospects.

I bring to you various FREE short tutorial videos. webinar recordings and resources that will help you begin your journey. Please visit my youtube channel Zoecairnstv.

Take my hand and lets take you on your Social Media Journey.....

A great mentor of mine told me “Content is King, and Video is Queen”

Availability

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

Industry Expertise

Internet, Business Services, Social Media

Areas of Expertise

Social Media Strategy Success, Twitter for Business, Mastering LinkedIn

Affiliations

BSc Honours in Business Information Management

Event Appearances

How to use Social Media in The Direct Selling Arena

Seldia EU - Round Table Conference (European Parliament and Government)

Using Social Media to promote Hotel Weddings/Conference Rooms and Christmas Parties

Keynote Speaker For Mercure Hotels Conference (Jupiter Hotels)

Using Social Media in the Ironmonger's Industry

GIA - Guild Ironmongers Association - Training

The Importance of Your Website

Faversham Traders Networking Meet

Using Social Media in a Sole Practitioners

Sole Practitioners Association Group - Stephen Thomas

What is Social Media?

Ellenors Hospice Gravesend Networking Event

Connecting with Key Influencers on LinkedIn

Manufacturing UK 2013

How to become a Key Centre of Influence online

Digital in Kent 2013

Social Media For Universities

Meltwater Group

Education

Canterbury Christ Church University

BSc Honours in Business Information Management Degree

Accomplishments

ZC Social Media Academy

ZC Social Media Academy is monthly meeting for local businesses and individuals to attend and learn bite size pieces of Social Media content.

ZC Social Media Academy launched in August 2012 with 15 attendees. On the 14th August 2014 we had the Anniversary event for the Academy which had 112 attendees attend!

View #zcsocialmedia on twitter for all testimonials and comments about the event.

Testimonials

Heidi Myers

I recently invited Zoe to speak at our Social Media Strategy for Universities event in London and she was fantastic. Personable, great insights fantastic tips and tricks on building social media strategy with a clear guide and objectives. She spent the day speaking to our clients and provided real value. I would definitely invite Zoe to speak for Meltwater again in the future.

Louisa Felstead

Zoe was a very early adopter of social media and as such she has both taken the time and had the time to fully get to know her field as it has grown and developed. She is very much an expert in her area and this comes across in the exact and confident way that she is able to speak about both the strategy and execution of social media.

On top of this, Zoe is also a really nice person and easy to recommend

Maurits Bruggink

Zoe has made an excellent presentation to the annual Seldia direct selling conference at which she showed great communication skills, an expert knowledge about the commercial use of social media and innovative ideas for the direct selling business. Zoe has been able to convince the audience of business, government and members of European Parliament about the opportunities of social media for business.

Brett Arscott

Recently I invited Zoe to present to a room full of General Managers on the benefits of social media. I thought I was quite clued up before I listened to Zoe, but her knowledge on the subject is staggering and her presentation style kept everyone engaged no matter what their level of experience. I have no hesitation in recommending Zoe to anyone that requires help, guidance or training in social media.

[Please click here to view the full profile.](#)

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