

## **Learn How to Expand Your Audience and Make Money Using Social Media**

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Companies, brands and organisations are seeking to maximise their social media audience and convert more of their social media followers to paying customers. Social media has become one of the primary ways for brands to communicate with their customers, and social media can be an incredibly powerful tool to build a brand and expand an audience. But many brands still struggle with the basics of how to use social media the right way for business purposes. This presentation from award winning social media expert Sharon Callix will help you "Learn How to Expand Your Audience and Make Money Using Social Media."

Sharon Callix is an internationally recognised, award-winning social media expert who is an accredited expert in her field. She is fully accredited and endorsed by the Association of Professional Coaches, Trainers and Consultants (APCTC), the UK's leading professional organisation for the coaching, training and consulting industry, is listed on the APCTC coaching directory, and was also a Finalist for the APCTC's 2015 Speaker of the Year award.

Sharon's presentation will focus on the following topics:

**Expand your social media audience:** Sharon teaches her clients how to use comprehensive, proprietary techniques and strategies to significantly expand your social media audience without spending lots of money on ads. Facebook ads are not the only way to reach a bigger audience – you can often expand your audience significantly just by knowing how to share the right content to attract interest from your target demographic groups. For example, in less than three months, Sharon has helped to expand a UK national newspaper's Facebook page audience from 6,000 likes to 23,000+ likes and more than 160,000+ people actively engaged.

**Convert your social media audience into paying customers:** Increasing your audience on social media is just the first part of the challenge. Choosing to "like" your Facebook page or follow you on Twitter is a relatively low-commitment, low-investment step for a person to take. But what does it take to get them to go a step further and actually buy from you? Sharon will show you how to build trust with your social media audience over time, and how to introduce the right call to action messages at the right moments to capitalise on sales opportunities.

**Content is King (and Queen):** It's not good enough to just have a presence on social media or to use social media to talk all about yourself and your products – your organisation also needs to understand how to share the right content! Sharon will discuss how to reach your most important niche audiences by creating and sharing compelling content that is relevant to their interests and

that creates an emotional connection. Get people to care about your brand by delivering content that they care about – even if it’s not directly related to your business. Content strategy on social media is not about you and your company, it’s about giving the audience what they want and need.

**Monetize your social media presence:** Social media represents a huge opportunity to build an audience, connect with the emotional needs of your customers, and generate revenue 24 hours a day. Sharon’s presentation will discuss some approaches for how to systematically monetise your social media presence, by using automated marketing tools to generate sales leads and make money while you sleep.

**The new rules of social media:** The old rules of social media no longer apply, and the old tactics that might have worked a few years ago will not work today. Social media is more cluttered and competitive than ever before, and social media platforms are constantly trying to encourage brands to buy more ads while making it more difficult to reach your audience via organic (unpaid) means. But that doesn’t mean you have to feel stuck or stagnant! Sharon can show you how to stay ahead of the latest trends and how to evolve with the ever-changing algorithms to make sure your posts get seen on Facebook and other social media platforms.

Recent major speaking engagements by Sharon Callix:

**The Business Show** in London (11<sup>th</sup>-12<sup>th</sup> May 2016)

Sharon presented a seminar at the Business Show, the UK’s largest business exhibition where corporate and professional speakers share their knowledge and passion.

<http://www.greatbritishbusinessshow.co.uk/seminars/>

**The Best You Expo 2016** in London (27<sup>th</sup> and 28<sup>th</sup> February 2016)

Sharon spoke alongside 86 speakers ranging from Sir Clive Woodward, Barbara De Angelis, Jason Vale and many more respected names in the industry: <http://thebestyouexhibition.com/speakers/>

Over 4,000 people attended the event. Sharon will also be speaking at the 2017 Best You Expo, which is expecting 8,000 attendees.

**2015:** Sharon toured the UK, including Birmingham and Scotland, with Exposure Events, giving presentations on the best way to optimise social media.

<https://www.youtube.com/watch?v=oyqAcNXA73w>

### ***About Sharon Callix***

*Sharon Callix, founder of Making Money Using Social Media, is an award-winning social media consultant who was named Social Media Coach of the Year for 2014 by the Association of Professional Coaches, Trainers and Consultants (APCTC). Sharon helps companies and entrepreneurs position themselves online using Facebook, Twitter and LinkedIn by using the latest tools and strategies available for these platforms to gain a huge online presence by making content go viral – without spending money on ads.*

*Sharon is fully accredited and endorsed by the Association of Professional Coaches, Trainers and Consultants (APCTC), the UK's leading professional organisation for the coaching, training and consulting industry. She has been featured on Sky News as an expert commentator on how to handle abuse on social media, and her clients include UK newspaper The Voice, the Mayor of London, the NHS, solo entrepreneurs, and start-ups. She has been in negotiations with the high commissioner of a government that cannot yet be named to manage their social media work. She is running ongoing social media campaigns for ITV, The Police, celebrities, Missing Children and much more. Sharon has also achieved Platinum Membership as a blogger for EZineArticles.com (one of only a few out of thousands of EZine authors to reach this level), where she writes about social media marketing issues and best practices. She was also a Finalist for the APCTC's 2015 Speaker of the Year award.*

*Sharon is also a professional speaker and ambassador for a new online TV channel. She has worked alongside some of the most respected names in the coaching, training and consulting industry and spoken on large platforms as a guest speaker demonstrating her social media techniques and strategies. She has received significant business opportunities from online presentations and was invited to be a guest speaker at a conference in Houston, Texas (U.S.A.). Sharon has toured the U.K. as a sought-after guest speaker who is regularly invited to speak at prestigious business conferences and events such as the 2016 Excel Expo. She has worked with top industry experts such as Richard Bandler (Co-Creator of NLP) and Paul McKenna.*

*Sharon started her social media consulting business in her spare time based on her enthusiasm for Facebook and her interest in helping companies and organisations to maximise their audience on social media. Soon start-ups and small businesses started to ask Sharon to work for them as a consultant, and she has built her business largely by referrals ever since. Sharon supports her children as a single mother and has overcome postnatal depression and other significant life challenges in her journey to business success.*

*Sharon Callix is also a generous donor and sponsor to charities dedicated to orphans with special needs.*

*You can read testimonials here from some of Sharon's many happy clients:*

*<http://makingmoneyusingsocialmedia.com/testimonials/>*

*[https://www.youtube.com/watch?v=\\_3O214EXEZA](https://www.youtube.com/watch?v=_3O214EXEZA)*

*<https://www.youtube.com/watch?v=V78iHCXn3Zk>*