



The Premise is Simple: **GREATER VISIBILITY = GREATER OPPORTUNITY**

As a visibility expert, Benita Samuels has helped connect brands large and small with their digital and social media audiences, increasing their digital visibility and empowering them for ongoing success.



Benita S. Samuels, *Visibility Expert*

Founder of Visibility Solutions Group, Benita promotes and speaks about the importance of being digitally visible. An early adopter and practitioner of digital and social media for business strategy, Benita brings a unique perspective to her audiences, having adopted "New Media" when it was new.

She reveals professional insights around the how, where and why of increasing your online visibility, including maximizing the power of LinkedIn as a vital tool for connection. Sharing that perspective and her passion for LinkedIn with audiences globally, Benita has trained hundreds of business owners how to strategically leverage the platform to generate leads, shorten their sales cycle and grow their business. Whether increasing social traffic by 12x or generating a 25% conversation from social connections to sales conversations, Benita openly shares real world tips and tricks that can dramatically increase your online visibility.

Recognized among business professionals as a valuable resource, Benita has a passion for sharing and empowering your success.

Are you Digitally Visible? Find out at YourVisibilityFactor.com

For more information, contact: Benita@VisibilitySolutionsGroup.com | 720.307.3673



Kathryn Nickerson, *Reverse Mortgage Specialist*

Helping seniors learn how to take advantage of the rising real estate market without having to move

"I heard Benita speak about the Five Places You Must Be Online, and I was blown away with how much sense it made. After that I decided to work with her on my own visibility and have had the pleasure to invite her to speak to a group of my peers, so they too could benefit from her expert knowledge."

SPEAKER TOPICS

TOP FIVE PLACES TO BE ONLINE & WHY

Do you know where you are showing up, how you are showing up—or even if you are showing up at all—where your target customers are online?

Digital visibility doesn't end with your website. Your digital footprint must reach potential customers wherever they are. Competition is fierce and with potentially thousands of businesses like yours online, you can't leave those connections to chance.

Having a solid online foundation begins with having visibility in five primary places online that can quickly and consistently increase your search presence, drive customer awareness and help you gain recognition as a leading resource in your industry.

Are you visible to customers in all the right places?

TURNING SOCIAL CONNECTIONS INTO CONVERSATIONS

How many "friends" or "connections" do you have on social media? Truthfully, if you aren't building relationships with them, it doesn't matter.

Connections are untapped customer potential. Creating relationships online is great but knowing how to turn social connections into conversations is even better. Having a visible social presence, engaging with your community and building your online relationships, known as social selling, has a 78% higher conversion rate than cold calling. Social media communities are packed with opportunity for warm business leads, but only if you know the right strategies and tactics.

Are you leveraging your social community to grow your business?

THE IMPORTANCE OF BEING VISIBLE ONLINE

Customers are looking for you online. In fact, 97% of consumers check a company's online presence before deciding to contact them. Your reputation is reflected in how you are showing up online. They check your online reviews, look at your social profiles and look at your website. If you are inactive, outdated or have negative or limited reviews, you are quickly abandoned for another resource.

Your business relevancy is now tied to your online presence. Are you digitally relevant?

SOCIAL SELLING: A 21ST CENTURY SALES APPROACH

Given that 71% of consumers who have had a positive online experience with a brand, spend 40% more, if you aren't using social selling, you are leaving money on the table—a lot of money.

Social selling is the art of using social media to find, connect and nurture sales prospects. It's about building meaningful online relationships with potential customers, so when they are ready to buy, you are the first person or brand they think of.

Today's top salespeople are using social selling, shortening their lead generation time and closing more business than those who have not yet embraced the digital landscape to cultivate and close sales.

How effectively are you using social selling to generate qualified leads and close more business?

THE POWER OF LINKEDIN FROM A LINKEDIN JUNKIE

In the early 2000s, joining LinkedIn meant setting up your digital resume and leaving it until it was time to look for a job. No longer. Once a passive social network, LinkedIn has evolved into a powerful social tool for networking, consuming and sharing content and tapping into valuable business potential.

Leveraging LinkedIn, the #1 business social media platform, increases your personal and brand visibility and business opportunities. LinkedIn drives more traffic to your website than any other social media channel, shortening your sales cycle by converting connections into qualified sales conversations.

For businesses and individuals in diverse industries and roles, LinkedIn offers an active, growing network that exposes vast possibilities—and you can unlock its power quicker than you thought possible. In as little as 15 minutes a day, you can increase your online presence, generate new business leads and develop a reputation as an expert in your field.

Are you maximizing the power of LinkedIn?

CUSTOM EXPERIENCES ARE WELCOMED *Benita will gladly design one for your company*

Custom experiences can address your specific business category, social media needs or interactive activities for leveraging social media, setting up a LinkedIn profile or starting a social conversation.