



# Jeff Korhan

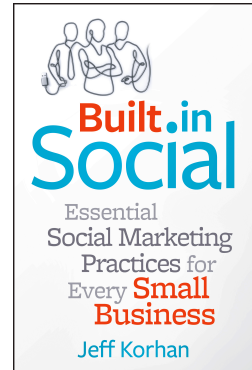
New Media and Small Business Marketing



## *Mainstream Business Success in a Digital World*

**As consumers move online in greater numbers, their collective voice will create disruption in every community, business sector, and industry.**

***Is Your Business Ready?***



### *About Jeff Korhan*

Jeff Korhan is an **authentic, informative, and inspiring speaker** who applies practical business experience to helping mainstream small businesses with **social marketing, relationship selling, and leading business trends**.

His proven methods help businesses **adapt traditional practices to make them relevant for a digital world that is also becoming profoundly social**. In this connected economy, every business is now a media company that must learn to use new technologies to engage with customers in meaningful ways.

Korhan's **three decades of corporate and small business experience** in industries ranging from hospitality, retail, green, construction, rental, health care, professional services, and agriculture enable him to readily customize programs to serve the needs of most organizations.

### *Popular Programs*

- *Using Social Media To Better Understand and Serve Your Customers*
- *Relationship Selling in the Trust Economy*
- *Winning the Attention of the Socially Engaged Consumer*
- *Essential Social Marketing Practices for Every Small Business*
- *Content Marketing Success: Every Business is Now a Media Company*
- *Leveraging the Power of Mobile Technologies and Cloud Computing*
- *Google+ is Content Marketing on Fire!*

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## *Author Bio*

Jeff Korhan, MBA, is the author of **Built-In Social: Essential Social Marketing Practices for Every Small Business** (Wiley 2013), an Amazon Social Media for Business bestseller that delivers proven methods for converting social marketing best practices into profitable outcomes.

He is a **small business marketing expert** helping mainstream businesses use social media and Internet marketing to create exceptional customer experiences that accelerate business growth.

Korhan was a Fortune 50 Sales and Marketing Executive who later founded a construction services company that was twice named **Small Business of the Year** during its two decades of operation.

Jeff is a syndicated publisher and regular content contributor to leading business publications, with his own New Media and Small Business Marketing site ranking among the **Top 100 Small Business blogs in the world by Technorati Media**.

He lives in suburban Chicago, Illinois.

## *Selected Repeat Clients and Associations*

Industrial Fabrics Association International, Appliance Service Training Institute, Agrium Advanced Technologies, Tree Care industry Association, Snow and Ice Management Association, Mega Group USA, American Nursery and Landscape Association, Professional Landcare Network, Miami University, National Speakers Association, Canadian Association of Professional Speakers, National Pavement Expo, Caterpillar, American Bus Association.

## *Praise for Jeff Korhan*

*“Jeff is an accomplished speaker and social marketing expert. He received high reviews as a speaker from our conference attendees, and he willingly offers to help small and mid-size business owners achieve greater success.”* **Martin Tirado, CEO, The Snow and Ice Management Association**

*“Finally - the practical application of social media I have been looking for. You were an excellent presenter and I’m excited about introducing your ideas into our organization.”* **Kathy Mattson, VP of Member Services, Industrial Fabrics Association International**

*“Jeff has excellent insights into social media in general, and more importantly, how it applies to business. He has the ability to explain complex concepts in a simple and easy to understand manner.”* **Roger Phelps, Promotional Communications Manager, STIHL Inc.**

*“Your contribution to our goal of providing high quality education to the long term care profession is greatly appreciated. Over 85% of our attendees rated your presentation as excellent!”* **Allison Boyette, COO, North Carolina Health Care Facilities Association**

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