

# Biography

**Ernest Barbaric** is a trusted authority on Social Media Strategy. He works with organizations to increase market share, manage their online reputation and connect with their ideal customers.

Ernest's insights come from over 12 years of direct experience both as a founder of three social networks and a marketing strategist. His work on triggers of engagement is currently being adopted by several universities' marketing curriculum.

His reputation as an engaging presenter who lights up the audience with his passion, know-how and sense of humour, makes him a highly sought-after speaker internationally. He has spoken at venues such as:

- Internet Marketing Conference
- Making Sense of Social Media
- Executing Social Media
- Capital Counsel Show
- University of Calgary
- University of Hawaii
- Mount Royal University
- Athabasca University



*Ernest Barbaric*

www.ernestbarbaric.com • 403.561.8363 • @ebarbaric

# Social Media Topics

## **5 Triggers of Social Media Engagement**

This presentation represents a pinnacle of research and real-world experience spanning many social media marketing campaigns. This volume of work has been digested into 5 simple triggers that are proven to generate engagement.

After this session, you will walk away with simple insights and actionable advice sure to immediately impact your social media efforts.

## **The Ripple Effect**

This presentation follows the story of a purchasing decision. Applicable to virtually any industry, principles discussed will unravel how today's consumers make decisions, evaluate your business and influence their own social circles through the use of technology and social media.

This session is loaded with real-world examples and pragmatic advice that may change the way you view and use social media in business forever.



# Social Media Topics

## **Anatomy of a Social Media Campaign**

This workshop is loaded with activities and group work! Together we explore the building blocks of successful social media campaigns, dissect several real-world examples and the thinking behind them. You will walk away with a strong foundation for a social media campaign of your own.

**Note:** This session assumes you are already familiar with basic functionality of popular social media channels. You will not be preached to about Twitter, Facebook and so forth. You've heard enough of that. Time to get to work..

## **Building a Brand Movement**

Originally developed for a non-for-profit audience, we'll discuss how to find, enable and empower existing "fans" using social media channels. As a society, we are more in tune with intrinsic motivations today than we were just a few years ago and this session explores how to engage and rally audiences to your cause (or brand).

You will be sure to leave with practical ideas on effectively incorporating social media in your own communication mix..



# Testimonials

*“Our company is venturing into the ‘scary’ world of social media. We needed a professional to help guide us in how to appropriately handle online etiquette and reputation management. Ernest brought his experience, having developed multiple blog sites, to help us learn how to identify the mood, intent and immediacy of conversations. His unique presentation style and ability to connect with the audience using identifiable actions, and real-life examples helped to make the content that much more memorable. I would highly recommend Ernest to anyone looking for assistance with social media.”*

**Jody Lindstrom** – Interactive Account Manager, Carma Developers LP

*“Ernest has intuitive and experienced insight into the use of social media for business and marketing. And few can explain its role and how-to as well as he. Ernest is also digital renaissance man, with strategic, creative and project management skills all seamlessly woven together. And his passion for marketing and digital is contagious!”*

**Art Graddon** – Partner, Executive Creative Director of Mosaic Studios

*“Ernest Barbaric delivered an informative and extremely valuable workshop to our members. Participants left with greater knowledge of utilizing social media to position themselves as a top choice. Ernest also provided additional consulting to our organization on how we can develop and effectively utilize social media tools to round out our digital marketing portfolio. I would invite Ernest back to deliver a workshop without hesitation!”*

**Richard Lemaire** – Business Coordinator, Prospect Projects



# Testimonials

*“I first met Ernest through the Calgary Marketing Club and was impressed by his keen sense of strategic marketing and all things digital. I have had the pleasure of being on stage with him at the recent Internet Marketing Conference. Ernest was a polished and well-prepared speaker who knew his topic and engaged the audience. For both traditional and digital marketing, Ernest is a pro, making him a top-notch public speaker at any event.”*

**Doug Lacombe** – *President of Communicatto, Digital Marketing Instructor*

*“Ernest is passionate about the world of social media. His true conviction of helping people understand how social media can aid individuals in various facets is evident in his curious ability to formulate topic content for public speaking. Not only did my candidates benefit from the arena of career transition, I walked away with some great tips and techniques to build upon my curriculum in helping people look for jobs, how to e-network and marketplace information. I was thoroughly impressed with his presentation style and ability to facilitate and understand the audience’s needs in support of their questions. I would highly recommend Ernest as an inspirational and expert speaker on social media. I look forward to following Ernest in his exciting journey as a social media guru.”*

**Wendy M Smith** – *Resource Consultant, Right Management*

