

You're invited to the WiFCA Fall Dinner Meeting

How to Become a Social Media & Digital Marketing Rock Star Featuring: Spencer Smith

With 1.5 billion Facebook users, 320 million active Twitter accounts, 80 million daily Instagram photo uploads, and countless digital sites—social media, digital marketing, and your website are the best means ever invented to grow your company.

During this session, Spencer Smith of spencerXsmith.com in Madison, Wisconsin will share what works for both himself and his clients around the country. In this session, Spencer will:

- Identify which social media platforms make sense for your company
- Describe how you should spend your time online
- Discuss the types of content you should be utilizing on your website
- Demonstrate which analytics are important and which to ignore
- Show how Search Engine Optimization (SEO) works in Plain English, and show why it's important to your website
- The session will also include time for Q&A at the conclusion where Spencer will share what he's doing with some of his real-life clients to build their businesses with their website



Potawatomi Hotel & Casino

1721 West Canal Street

Milwaukee, WI 53233

Phone: 414-847-7895

Room: South Suite - Ballroom

Wednesday, Oct. 25, 2017

>>Cocktails: 5:30 - 6:30 p.m.

>>Dinner: 6:30 - 7:20 p.m.

>>Speaker: 7:20 p.m.

Spencer Smith is the founder of spencerXsmith.com, an instructor at the University of Wisconsin, where he teaches classes on Social Media Marketing & Strategy, and an Adjunct Faculty member of Rutgers University. He specializes in providing actionable social media & digital marketing training to enhance business development activities, and only teaches what he's first proven to work for himself.

Spencer has been called a "Digital Marketing Expert" by Forbes, and has been featured and quoted in Entrepreneur, Inc. Magazine, Law.com, New Jersey Law Journal, and dozens of other publications. He's also a regular contributor to InBusiness Magazine, The Huffington Post, Law Journal Newsletters, and the American Bar Association.



Advance registration \$50 for Members* and \$60 for Non-Members*

***Businesses sending more than 1 attendee can deduct \$10 for each additional attendee**

Please RSVP by Friday, October 20 and return the bottom portion of this letter to Stu's Flooring 4820 W Loomis Rd Greenfield, WI 53220
Phone: 414.744.9400 Fax: 414.744.9237 Please contact Jodie with Stu's for any questions: jodie@stusflooring.com

Name: _____ Phone Number: _____

Address: _____

Member or Non-Member (please circle one) Number attending: _____ Total Amount Due: _____

Payment Type (check one): Visa Mastercard American Express Discover Check

Credit Card Number (if paying via credit): _____ * Exp: _____

Signature: _____

*If you are using a credit card, please use your credit card billing address and ZIP code on this registration and include your 3 or 4 digit verification code for your credit card (Note: American Exp. 4 digit security code is on front of card).

If faxing credit card information, for security, please call Jodie to confirm receipt 414-744-9400

Make checks payable to the WI Floor Covering Association (WiFCA). Please let us know if you have any special dietary needs.

Business Name: _____ Contact Person: _____

Email Address: _____

Please contact Roger Hegg, Executive Director for membership questions.

Phone: 608-577-0960 Email: rogerh@greatlakesdistribution.com



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