

## Marketing Webinar

Wed. January 15, 2014

12 Noon, EST (9am PST, 5pm GMT)

*This Webinar is open to all GGI member firms. The target audience for this session includes, but is not limited to, marketing professionals within GGI firms. Firm leaders who wish to assess their online presence and create a strategy for 2014 are also welcome to join. There is no prerequisite knowledge or experience required.*

### Topic: Building An Online Strategy for 2014

In this webinar, we will begin with a brief overview of some global trends in Social Media, Marketing, and Technology. We will show you how to self-evaluate your firm's current online presence (*namely website, social media platforms, and industry listings*) using a simple scorecard to view areas of strength and weakness. Because each firm has a unique set of resources, we will also share best practices for scaling, creating, and managing your firm's presence online.

*Duration: 1 hour*

### Agenda

- Global Trends in Social Media, Marketing, & Technology
- GGI Social Media: Overview
- GGI Member Firms in Social Media: Overview
- Self-Evaluation Metrics: *The Scorecard: How are you really doing?*
- Reality Check: *What can you really do?*
- *SMART Goals: Specific, Measurable, Attainable, Relevant, Time-Bound*
- Best Practices
- Q&A