

April Welch

Social Media Strategy, Campaign Management & Consulting at Flirting With Social

Greater Seattle Area, WA, US

Listener, Strategist & Social Media Trainer at Flirting With Social

Biography

After working in the Organizing field (helping clients deal with their clutter both physically & mentally), I re-tooled my skills and set my sights on the uncharted territory of social media. I now spend my days advising best practices, helping brands understand how or why their customers make the decisions they do and interpreting the data collected from campaigns. I love managing onsite blogger campaigns, helping brands see something new through their social media channels and diving into brainstorming sessions that result in innovative ways to connect. Of course, none of this would be possible without my extremely talented business partner (Ellen Rowan) and my ever supportive family. My long term goal is to play a pivotal part in standardizing social media relationships.

Availability

Keynote, Moderator, Workshop, Host/MC, Corporate Training

Industry Expertise

Advertising/Marketing, Professional Training and Coaching, Social Media

Areas of Expertise

Social Media Training, Entrepreneur, LinkedIn

Affiliations

Coach Approach for Organizers NSGCD NAPO BCPO Momference

Sample Talks

Best Practices For Working With Bloggers

Relationships with "Bloggers" can be a scary place. Questions like "will they take the product and run?" and "what if they don't like what I offer, will they ruin me?" are valid concerns. In Best Practices For Working With Bloggers you'll learn exactly what it takes to run a successful campaign, keep unhappy bloggers from grabbing a megaphone and why it's important to include this demographic in your marketing strategy plan.

Event Appearances

Mental Clutter in a 2.0 World
Mom 2.0 Conference

Ask The Organizer {Opening Keynote Panel}
National Association of Professional Organizers Conference

Education

NSGCD - CPO-CD program
CPO-CD Chronic Disorganization (hoarding)

NSGCD - Teleclasses
CPO Professional Organizing

Testimonials

D Elwood

I just wanted to let you know, I was looking through [the client's] Pinterest boards & whoever is behind it is a complete genius!

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