

Erin Bemis, IOM

Professional Speaker | Consultant at Bemis Consulting

Charlevoix, MI, US

Professional Speaker with years of experience educating thousands of small businesses across North America on all things digital marketing.

In August of 2017, Erin went back to consultancy, and currently holds two positions: Professional Speaker for Google's Grow Your Business Online program and also is the Strategic Manager, National Organizations for Constant Contact. She has spent the last three years as Constant Contact's Director of Regional Development and engagement marketing expert in the North Central United States, covering Illinois, Indiana, Kentucky, Michigan, Minnesota, Ohio and Wisconsin. She has over 20 years' experience working with small businesses, non-profits and associations in a variety of roles. Prior to Constant Contact, Erin was the President and CEO of the Charlevoix Area Chamber of Commerce. While there, she earned her IOM designation from the US Chamber Foundation's Institute for Organizational Management, earned her designation as a Michigan Chamber Professional from the Michigan Association of Chamber Professionals, and led the Chamber to consecutive titles of Michigan Chamber of the Year. She holds a Bachelor of Arts degree from Hillsdale College. Erin draws from these experiences to be a valuable resource for small businesses and organizations. She has successfully created, implemented and launched social campaigns and email newsletters, membership drives and fundraising campaigns.

Keynote, Moderator, Panelist, Workshop, Corporate Training

Training and Development, Media - Online, Non-Profit/Charitable, Public Relations and Communications, Management Consulting, Social Media, Professional Training and Coaching

Public Speaking, Keynote Speaking, Google, Digital & Mobile Strategy, Online Marketing for Nonprofits, Email Marketing, Engagement Marketing, Social Media Marketing, Event Marketing, Facebook, LinkedIn

Grow Your Business Online

We'll cover three things you can do right now to grow your business online: In the first section, "Be found by local customers," I'll show you how to connect with local searchers using Google My Business, a free local business listing that can help your business appear in Google Search and Maps. In the second section, "Be found everywhere, on all devices," I'll talk about optimizing your website for the organic search results, focusing on making your site mobile-friendly. And third in "Be found with online advertising," I'll show you how to promote your products and services on Google and partner websites. To close the session, I'll introduce some bonus tools that you can add into the mix when you're ready.

You're Social, Now What? Making Social Media Work for You

You've thought about what social networks to use for your business or nonprofit, and you're ready to take the next step. Where do you go from there? This seminar will give you a closer look at the popular social media networks ? Facebook, Twitter, LinkedIn, Pinterest, and Google+. We'll show you the benefits of using each, how other organizations are marketing with them, and some dos and don'ts of each channel. You'll also get tips on how to tell if your social media activity is working.

Basics of Social Media

Have you been thinking about marketing your business with social media, but you feel overwhelmed and not sure how to get started? Or maybe you're not convinced that it works? This webinar will show you the value of using social media to reach your customers, how it can lead to new customers and how it drives repeat business from your current customers. We'll take a look at the 5 most popular social media networks ? Facebook, Twitter, LinkedIn, Google+ and Pinterest ? and help you decide what is right for your business. We'll also look at what comes next: how and what to post on social media.

Grow Your Business Online

Michigan Association of Chamber Professionals Annual Leadership Conference

Digital Marketing Unlimited

Performance Racing Industry

Hillsdale College

BA Business Administration Marketing

Professional Speaker

I conduct presentations and workshops for Google's Get Your Business Online program. I'm educating small businesses about how to get found online and training them in Google's tools. Topics include Grow Your Business Online, Make Your Website Work for You, Get Found on Google Search and Maps, Tips for Measuring Online Success, Sharing Your Story Through Video and Succeeding in a Micro-Moments World. If you are interested in hosting a workshop send me an email.

epbemis@gmail.com

Regional Development Director ? Constant Contact

Constant Contact helps small businesses, associations, and nonprofits connect with their customers, clients, and members. Launched in 1998, Constant Contact champions the needs of small organizations and provides them with an easy and affordable way to build successful, lasting customer relationships. Today, more than 500,000 customers from all types of small businesses and organizations use Constant Contact for Email Marketing, Event Marketing, Online Surveys, and Social Media Marketing.

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