

Ernest Barbaric

Social Media Strategist at

Calgary, AB, CA

Instigator. Minimalist. Digital Communications Strategist.

Biography

Ernest Barbaric is a trusted authority on digital communications and social media. He's been featured in Globe and Mail, Alberta Venture, Social Media Today and Forbes, amongst other publications. He helps organizations build meaningful connections that can withstand changes in the marketing environment. He evangelizes a Less, But Better approach and works with leaders and organizations who want to make a difference without waiting for others to agree or catch up. The troublemakers, innovators, heretics and early adopters. Ernest is also an instructor at Mount Royal University where he developed the Social Media for Business Certificate Program and often teaches courses on Blogging, Facebook and Digital Marketing Strategy. You can find Ernest on: Twitter: <http://twitter.com/ebarbaric> Website: <http://www.ernestbarbaric.com>

Availability

Keynote, Workshop, Corporate Training

Industry Expertise

Advertising/Marketing, Social Media, Public Relations and Communications

Areas of Expertise

Minimalist Marketing Strategy, Marketing Innovation, Digital Leadership

Affiliations

Canadian Association of Professional Speakers

Sample Talks

5 Triggers of Social Media Engagement

Based on psychological triggers that drive behaviour and action, this presentation draws on real-world experience and over 2 years of research. This concept is currently being adopted into a commercial book and is often used in several marketing courses at Mount Royal University. This session focuses on creating, igniting and nurturing engagement on social media platforms. At the conclusion, you will walk away with actionable insights and ideas you can immediately put into practice.

Event Appearances

MRU Shift

Social Media Shift

CREB Forecast 2012

CREB Forecast Conference and Tradeshow

Internet Marketing Conference

Social Media Marketing & Online Marketing Design

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