

Jason Falls

Author, Speaker, CEO at Social Media Explorer

Louisville, KY, US

Jason Falls is one of the most in-demand speakers in the social media, public relations and marketing fields. He delivers value!

Biography

Jason Falls is the founder of Social Media Explorer and one of the leading thinkers, strategists and public speakers in the social media marketing, digital marketing and online communications industries. Known for his clever insights, sharp wit and the ever-present brutal honesty, Falls tackles audiences, not topics, engaging and sending all away with a sense they've learned something. He is the author of the noted industry blog SocialMediaExplorer.com, a fixture at or near the top of the AdvertisingAge Power 150 Marketing Blogs list and is responsible for ExploringSocialMedia.com, a learning community for digital and social media marketing, online communications and technology. His first book, No Bullshit Social Media: The All-Business, No-Hype Guide To Social Media Marketing, co-authored with Erik Deckers, was published in September 2011. His second book, The Rebel's Guide to Email Marketing: Grow Your List, Break the Rules, and Win, co-authored with DJ Waldow, was published in August 2012. Perhaps at best in the role of social media educator, Falls has spoken nationally and internationally on a wide range of topics and to a variety of audiences. From corporate board rooms to standing-room-only conference halls, Falls caters each presentation to the audience make up, energy and comprehension level. Falls has worked with brands like Jim Beam and Maker's Mark bourbons, AT&T, Humana, University of Louisville Health Care, Backupify, Bacardi, The National Center for Family Literacy, Expion and The Kentucky Center. He has also been cited and quoted in several notable books on the subject of digital marketing including Paul Gillin's The New Influencers and Jay Baer and Amber Naslund's The Now Revolution.

Availability

Keynote, Panelist, Workshop, Host/MC, Author Appearance

Industry Expertise

Direct Marketing, Public Relations and Communications, Advertising/Marketing, Social Media

Areas of Expertise

Social Media Monitoring & Measurement, Blogging, Social Media for Customer Engagement & Retention, Digital Marketing, Email Marketing Strategies, Interactive Marketing, Word of Mouth Marketing, Brand Management & Content Marketing, E-Commerce and Mobile Marketing, Social Media Marketing

Sample Talks

Move The Needle

Conversation and engagement are great, but alone do not drive the bottom line. You will benefit from this talk by learning how to plan for social media success, seeing examples of companies selling and saving through social media and discovering a roadmap to plan and measure your own successes.

Prove it! Measuring Social Media's Impact On Your Business

Creating content is only half the battle. Measuring what you're doing and justifying the time and energy expended is the other half. Jason Falls will take you through ideas on how to approach content marketing with strategic use and measurement in mind, help you build a framework for content marketing measurement and help report and justify your efforts.

Let's Talk: The Art of Conversation

Social media beckons companies to engage in conversations with their customers, yet marketing through conversations is an inexact, if even clear, concept. In this talk, you will learn how conversational marketing happens daily, that you understand it better than you think, but can also approach social media interactions with both the right intent and a profitable outcome in mind.

They're Talking About You ? Are You Listening?

The millions of water coolers from yesteryear are now one big water cooler called the Internet. Your customers are talking about you, your competition and your industry. You will benefit from this talk by learning how to listen to online conversations, what to do with the conversations you find and how to win the trust of customers and potential customers by simply turning an ear toward them online.

Cut The Bull: Blog With Purpose (And Drive Business)

Corporate blogs are great engagement tools, but even better (and more effective) business drivers. You will benefit from this talk by learning how blogs can boost your company's bottom line, what tools can most effectively get you there fast and even get some ideas on how do to it using free (or mostly free) tools.

Event Appearances

Measuring Social Media ? Let's Get Serious

SXSW Interactive 2011

KEYNOTE SPEECH: How to tell and what to do when you are being had in blogging, social media and beyond

Blog World & New Media Expo 2011

Cut the Bull ? Blog with a Purpose and Drive Your Business

Content Marketing World 2012

KEYNOTE SPEECH

Explore Minneapolis

Moderator: Brand Case Study Panel
Explore Minneapolis

KEYNOTE SPEECH
Explore Nashville

KEYNOTE SPEECH
Explore Dallas-Fort Worth

Crossing the Bridge: No Bullshit Guide to Mobile
BlogWorld & New Media Expo 2012

Small But Social: How Small Businesses Can Win With Social Media Marketing
Entrepreneur Growth Conference 2012

Book Signing
SXSW Interactive 2012

Social Media Comes of Age Without the Help of Porn
SXSW Interactive 2012

KEYNOTE SPEECH: Cut the Bull! The All-Business, No-Hype Take On Social Media Marketing
SocialMediaPlus: A Web 2.0 Business Summit

How to tell and what to do when you are being had in blogging, social media and beyond
Blogworld & New Media Expo LA 2011

No BS Social Media Marketing
Social: IRL Speaker Series

KEYNOTE SPEECH: Social Media in the Y World
2011 YMCA CMO/CTO Conference

Advanced Social Media Bootcamp
Social Media Integration Conference 2011

KEYNOTE SPEECH
Social Media Integration Conference 2011

How to Really Tell if Your Content Marketing is Working? The Content Marketing Measurement Roadmap
Content Marketing World 2011

KEYNOTE SPEECH ? eXtending Our Efforts: Leveraging and measuring social media
eXtension National CoP Workshop

KEYNOTE SPEECH: The Art of Conversations And Marketing Through Them
Social Fresh St. Louis 2010

KEYNOTE SPEECH ? The Conversation Report: What Consumers Are Saying About You
Foodservice Social Media Universe Summit

KEYNOTE SPEECH: How Strategic Social Media Drives Business
San Diego Social Media Symposium

Crossing the Bridge: No Bullshit Guide to Mobile
BlogWorld & New Media Expo NYC

The Recipes to Build Your Influence
BlogWorld & New Media Expo NYC

KEYNOTE SPEECH ? The No BS Guide to Twitter: How Defining Your Purpose Helps Guide Your Success on Twitter and Social Media
PR News? Twitter Conference

KEYNOTE SPEECH: Content Strategy and Measurement in Social Media
2011 CoSIDA National Convention

Timesaving Tips and Tools for Doing Social Media
2011 CoSIDA National Convention

Making Your Content Amazing
Racing Ahead 2012: From Social Media to Social Business

How to Plan Your Social Media Success
Social Media Success Summit 2012

KEYNOTE SPEECH ? Brand Vacuum: Why Nobody Cares About Your Silly Brand? And What To Do About It
iStrategy Conference

Education

Morehead State University
Bachelor of Arts Communications

West Virginia University
Master of Science Management

Accomplishments

CEO ? Social Media Explorer

Social Media Explorer is a digital and social marketing strategy house and an information products company. From helping clients build business and measure digital success to offering unique consumer insights through our innovative approach to consumer research to educating audiences at our exclusive events, Social Media Explorer is leading businesses into the social and digital realm.

Co-Author ? No Bullshit Social Media: The All-Business, No-Hype Guide to Social Media Marketing

This is the first no-holds-barred guide to social media marketing for business. It's the perfect book for every decision-maker who's ready to move beyond soft platitudes about social media "conversations," and achieve results: measurable improvements in sales, profitability, efficiency, and brand value. Top social media marketing consultant Jason Falls systematically addresses common objections to social media, offer realistic guidance on reducing its risks, and presents up-to-date case studies.

Co-Author ? The Rebel's Guide to Email Marketing: Grow Your List, Break the Rules, and Win

Mobile email is huge. Email offers marketers more opportunities than ever...opportunities to guide customers from consideration and trial to repeat purchase, loyalty, even advocacy! But email has changed. Email users have changed. To get breakthrough results, you must break the rules! Whether you're B2B or B2C, Fortune 500 or startup, this is a complete no-nonsense plan for transforming your email marketing.

2009 SAMMY Award

Top honor given in the social media industry

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