

# **John Follis**

**Owner at FOLLIS LLC**

Stamford, CT, US

Social Media and Marketing Pro.

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## **Biography**

One of the few marketing pro's profiled on Wikipedia, John has created a national reputation as a marketing thought leader on Social Media and "G-cred" (Google Credibility). He's produced and hosted "The Marketing Show" podcast since early '06, blogs for ADWEEK/AOL and offers a unique service for business owner and managers called Marketing Therapy. He's is also author of "G-cred. Why it's the Cred of the next decade, and how to get it." John's speaking venues have included The Yale Entrepreneur Institute, The World Business Academy, and Chicago's Social Media Conference.

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## **Availability**

Keynote, Panelist, Author Appearance

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## **Industry Expertise**

Social Media, Media - Online, Advertising/Marketing

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## **Areas of Expertise**

Social Media Marketing, Marketing 3.0, Attract More Business

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## **Sample Talks**

### **Marketing 3.0: Using the Best New Tactics for Best Results.**

Marketing experts claim that it's easier than ever to market your business. So, then why is it so confusing? Nationally-recognized marketing man, John Follis, answers that question and discuss the best marketing solutions to grow your business. Intro clip: <http://tinyurl.com/7kmxrue>

### **?Building Your Online Credibility?**

Whether your goal is a new customer, or new job, more than ever Online Credibility is a key factor in your prospects? decision making. It?s critical for every service, institution, organization and person. Whichever category you fall into there?s a list of ways to build your online credibility, and a list of things that will detract from it. This workshop will cover them all and then offer a variety of tips and strategies to keep your online credibility strong.

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## **Event Appearances**

**Effective Blogging as a Social Media tool**  
Social Media '07 Conference

**How to Leverage Marketing to Grow Your Business**  
The Yale Entrepreneurial Institute

**Marketing 3.0: Using the Best Tactics for Best Results.**  
2012 New York Business XPO

**?Building Your Online Credibility?**  
2012 Small Business XPO

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## **Education**

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## **Accomplishments**

**Speaker at 2012 New York Business Expo at Javits Convention Center**

Marketing 3.0: Using the Best Tactics to Attract and Excite Prospects. Never before have there been so many great ways to get the word out. And, never before has it been more confusing. With the dizzying array of options and a Social Media landscape that changes monthly, it's hard NOT to be confused. Yet, you've got two choices: figure it out, or be beaten by the competition who has. This talk provides an overview of the key things you need to know to market effectively today, and tomorrow.

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## **Testimonials**

**Sheila Zaslower**

"Follis' talk, "Getting Your Prospects Excited" got a perfect score by each attendee. We've had dozens of speakers in the past 3 years and this is a first."

**Elizabeth Kallen**

"It was a delight to have you. Your information and tips will greatly benefit those who attended. And, based on the audience reactions, and crowd that surrounded you after your talk, your presentation clearly was a big success."

**Eric Hertz**

"Wonderful presentation! You really helped push the envelope on creative advertising and marketing."

**Daniel Vaccaro**

"You got rave reviews."

**Dana Friedman**

"After hearing his talk I hired him."

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