

Krista Neher

CEO at Boot Camp Digital

Cincinnati, OH, US

Digital Marketing Thought-Leader|6x Bestselling Author|Global Keynote Speaker & Trainer|Award-Winning Entrepreneur|Digital Transformation

Biography

Krista Neher is a 6-time best-selling author, award-winning entrepreneur, international speaker, and the CEO of Boot Camp Digital. Krista has written 6 books on digital marketing, including a textbook and a "Dummies" book. With over 15 years of digital marketing experience, Krista was a digital marketing pioneer ? executing digital strategies before "digital marketing" was even a recognized term. Krista has helped leading organizations including Facebook, Google, Procter & Gamble, GE, Macy's, NASA, The US Army, Nike, Harley-Davidson and the United States Senate. She is a recognized global expert who has been featured on The Wall Street Journal, CNN, The New York Times, Forbes, CBS, NBC, Wired Magazine and Entrepreneur. Krista is passionate about digital marketing and created one of the first accredited certification programs in the world. She has trained thousands of businesses and hundreds of thousands of individuals in digital marketing. She is a top-rated repeat speaker at some of the industry's most prestigious events including SXSW, The New York Times Small Business Summit, ClickZ, Search Engine Strategies, AdTech and more. Her experience has been recognized with multiple awards for entrepreneurship and leadership including 40 under 40. Krista brings experience, enthusiasm and practical advice to her presentations and consultations. She is passionate about digital media and new technology and is an advisor to a number of start-ups in the social media and technology spaces. Krista has been a board member for organizations like SXSW, the BBB as well as a number of non-profits. Krista's complete speaking website can be found at <https://kristaneher.com/>

Availability

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

Industry Expertise

Training and Development, Education/Learning, Social Media, Media - Online, Advertising/Marketing, Direct Marketing

Areas of Expertise

Digital Transformation, SEO Training, Social Media, Digital Marketing, Mobile Marketing, Internet Marketing, Social Media Marketing, Interactive Marketing, Social Media Training, Digital Marketing Training, Personal Branding

Affiliations

American Marketing Association, Ad Club, National Speakers Association Member

Sample Talks

Is there ROI in there? Measuring the Value of Social Media

As businesses jump in to social media marketing many are skeptical about the actual return. And with good reason. Many companies don't measure the results from their social media marketing, or they focus on measuring the wrong things. This presentation will cover how to really measure the business value of social media to determine if you are getting the results you need. We'll cover multiple tools for monitoring social media as well as creating a balanced scorecard to measure results.

The Social Media Field Guide: How to Harness the Power of Social Media for Your Business

Social Media is one of the quickest growing and most powerful marketing opportunities for businesses. The Social Media Field Guide helps businesses understand social media marketing and how to create a strategic social media plan. This presentation covers "The 8 Directions of Social Media" and includes over 20 social media tools to leave your audience inspired and energized about social media marketing opportunities.

The 7 Hottest Trends in Social Media and Digital Marketing

Social media and digital marketing change quickly. Learn the 7 hottest trends impacting social media and digital marketing for your business.

Steps to Building a Social Media Plan that Gets Results

With the explosion of social media, many businesses are rushing in without taking the time to build a strategic plan that will really get results. Most businesses fumble around in social media and don't get the results they want. This presentation covers the 8 steps to build a social media plan that works. We'll cover the biggest mistakes that businesses make in social media and how to avoid them. Attendees will leave with a solid understanding of how to build a plan to get real results.

Online Brand Management Strategies

In the world of social media brands have less control over their brands and the power is in the hands of consumers. As social media is increasingly included in search results brands have to take notice! You need to take control back by monitoring and participating in social media. In this session we'll cover how brands to monitor your brand on social media and how to effectively manage your brand in an increasingly consumer controlled environment.

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