

Mack Collier

Social Media Strategist and Author at Mack Collier Consulting

Florence, AL, US

I've spoken on the topics of Social Media Marketing, Community-Building and Brand Advocacy at the nation's top events since 2008.

Biography

Mack Collier is a social media strategist, trainer and speaker located in Alabama that specializes in helping companies better connect with its customers via social media. His goal is to help his clients create those connections with their customers, and nurture them into relationships that help grow their bottom line. He has been actively immersed in social media since 2005, and in that time, has helped businesses of all shapes and sizes better connect with their customers via these amazing tools and sites. His first business book, *Think Like A Rockstar: How to Create Social Media and Marketing Strategies That Turn Customers Into Fans* will be published in 2013 by McGraw-Hill. His clients include businesses of all sizes, from sole proprietorships, to Fortune 100 companies. While being passionate about the social media space, what truly excites Mack is the human connections that can result from the proper use of these social tools. His motto is "Don't focus on the tools, focus on the connections that the tools help facilitate." Mack is a highly sought-after speaker on social media and customer-engagement topics and has presented at some of the top social media conferences and events, including South By Southwest Interactive, Blog World and New Media Expo, Marketing Profs Digital Marketing Mixer, and Social Media Optimization Summit. Additionally, he founded and moderates #Blogchat, the largest Twitter Chat on the internet, where thousands of people meet each Sunday night on Twitter to discuss a different blogging topic. In 2011, he brought Live #Blogchat to some of the biggest Social Media conferences and events in the nation, including South By Southwest, Marketing Profs' B2B Forum, Content Marketing World, and Dell's #DellCAP event. Mack's thoughts and expertise on Marketing, Brand Advocacy and Social Media have been sought by some of the world's most prestigious news sources, including The Wall Street Journal, USA Today, CNBC, ESPN, The Washington Post, CNET and MSNBC.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

Industry Expertise

Public Relations and Communications, Writing and Editing, Social Media, Direct Marketing, Advertising/Marketing, Media - Online

Areas of Expertise

Social Media, Blogging, Digital Marketing, Social Media Marketing, Social Networking, Community Building, Marketing Strategy, Search Engine Optimization, Personal and Product Branding

Sample Talks

Think Like a Rockstar: How to Build Fans and Community Around Your Social Media Efforts

Why do rockstars have ?fans?, and companies have ?customers?? I'll examine how rockstars embrace and interact with their customers to convert them to fans, and also give you several case studies of companies that are using social media to embrace, empower, and reach their evangelists. This presentation is perfect for any company that?s wanting to launch or improve a social media strategy that places a premium on customer-interaction, or launch a community-site.

How to Get Real Business Value From Your Social Media Strategy

Trying to find the value from social media is a big problem for many companies. This session walks you through how to build a solid social media strategy from the ground-up. I outline the exact steps to take, how to flesh your strategy out, which tools you should use. Then I show you how to accurately measure your efforts so you can tell what is working, and what isn?t. The end result is that you?ll have a solid social media strategy that you can manage, and see the bottom-line impact.

Twitter Might Be Good For Business But is it Good For YOUR Business?

Twitter is getting an awful lot of hype right now as companies are beginning to see the potential that the site offers them. But just because some businesses are benefiting from being on Twitter, does that mean YOUR business should take the plunge? This presentation walks you through how to decide if your business should be active on Twitter, as well as some tips for how to use Twitter as a tool to connect with your customers.

What is Social Media and How Can it Impact Your Business

Here, we dive into the social media waters and explain what exactly blogs, social networks, and micro-blogs really are. After covering exactly what these social sites and tools are, I'll walk you through the unique advantages and challenges that are associated with using each one. Finally, we'll wrap up by showing you which tools/sites you should be using, based on your unique business goals.

Monitoring the Blogosphere and Social Media

Even if your business isn?t blogging or actively using social media, you can still benefit from these tools by monitoring what is being said about your business online. In this session, we'll talk about the importance of finding and responding online feedback (both positive and negative) that others are leaving about your business. We'll cover the tools you can use to do this, and how to interact with people that are using these tools to communicate online with each other about your business.

Event Appearances

#Blogchat Live

Social Summit 2012

Think Like a Rockstar: How to Build Fans and Community Around Your Social Media Efforts
Bazaarvoice World Headquarters

#Blogchat LIVE

Blog World and New Media Expo

Think Like a Rockstar: How to Build Fans and Community Around Your Social Media Efforts
Social Media Integration Conference

Blogchat Live

Social Media Integration Conference

#Blogchat Live

Content Marketing World Opening Reception at the Rock N Roll Hall of Fame

How to Handle Negative Blog Comments

Alabama Social Media Association

What's the Big(ger) Idea? How to Create Blog Content That Connects With Readers

PRCA State Conference

Blogchat LIVE

South By Southwest Interactive

CitiCards Webinar (Moderator)

Consumer Electronics Show

Social Media Optimization and Mobile Media Opportunities

Social Media Optimization Summit

Think Like A Rockstar: How to Build Fans and Community Around Your Social Media Efforts

Social Media Optimization Summit

Blogging For Business

Learn About Web

Blogging Hot Seat Lab

Digital Marketing Mixer

What Rockstars Can Teach You About Kicking Ass With Social Media!

Social South

The Five Steps to Building an Online Community

Social Media Club Workshop

The Five Steps to Building an Online Community

Online Media Bootcamp

Blogging For Business

Small Business Marketing Unleashed

Blogging For Business

Small Business Marketing Unleashed

Future of Corporate Blogging (Panel)

South By Southwest Interactive

Education

University of North Alabama

MBA Marketing

University of North Alabama

BA Marketing

Accomplishments

Founder and CEO ? Mack Collier Consulting

Mack Collier Consulting helps businesses and organizations determine exactly which social tools are best utilized to meet their goals. These might include launching a presence on Twitter or setting up a fan page on Facebook. Some of the other services provided include a social media strategy audit, social media strategy implementation, and social media mentoring. If you would like to explore using social media, but aren't sure how to get started, a detailed Social Media Strategy is available.

Testimonials

Michelle Brigman

?Mack's expertise in social media is widely known & respected. When we invited him to help facilitate a customer event, we knew that his integrity, reputation, commitment to his customers, & knowledge would make for a great partnership. We were right. Our customers trusted him to be fair, honest, but also ask the tough questions. Our event was a success & we continue to value to his ideas about building stronger customer relationships.?

Ann Handley

?What I love about Mack Collier as a speaker at our events is that our audiences simply love him. Mack has a very direct, no-BS style. He doesn't give a lot of theory or offer abstract concepts. Instead, he speaks directly about what works in social media and offers concrete ideas that attendees can take home immediately and implement.?

Adam Japko

Mack is an unusual talent in social media consulting circles since he spends a considerable amount of time understanding our unique business goals, internal systems, and unique challenges before designing programs that leverage his expertise. He also has the ability to connect with our teams in ways that gives him credibility beyond his credentials. Our experience working with Mack has been useful and we continue to work together as our needs become even more complex and nuanced.

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