

# **Zoe Cairns**

**Social Media Trainer / Social Media Speaker / Social Media Strategist / Social Media Speaker at  
ZC Social Media**

Rochester, United Kingdom, Kent, GB

**Social Media Strategist / Social Media Trainer / Social Media International Speaker/ Social Media  
Speaker**

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## **Biography**

Social Media Marketing online to some of you may feel very daunting, but is very easy and straightforward when approached in a step by step process. If you could build your presence, awareness, trust and expertise online via a step by step process, would this help? I help individuals and small businesses to create an online awareness by providing in depth, step by step coaching via videos, webinars, and one to one mentoring on social media. I can help position yourself as an expert and authority in your chosen niche by introducing you to social media networking and video marketing techniques, strategies and concepts. I have helped many individuals and businesses to establish their online presence, attract new clients within their niche, which in turn has increased their business profits and built their email list! By introducing you to Social Media Networking (Facebook, Twitter, Digg, Linked In, YouTube) and The Power of Video, I can help you take your business to the next level! I would love to help you and provide you with all the necessary knowledge and tools to get you converting more leads to prospects. I bring to you various FREE short tutorial videos. webinar recordings and resources that will help you begin your journey. Please visit my youtube channel Zoecairnstv. Take my hand and lets take you on your Social Media Journey??.. A great mentor of mine told me ?Content is King, and Video is Queen?

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## **Availability**

Keynote, Panelist, Workshop, Host/MC, Corporate Training

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## **Industry Expertise**

Business Services, Social Media, Internet

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## **Areas of Expertise**

Social Media Strategy Success, Twitter for Business, Mastering LinkedIn

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## **Affiliations**

BSc Honours in Business Information Management

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## **Event Appearances**

## **How to use Social Media in The Direct Selling Arena**

Seldia EU - Round Table Conference (European Parliament and Government)

## **Using Social Media to promote Hotel Weddings/Conference Rooms and Christmas Parties**

Keynote Speaker For Mercure Hotels Conference (Jupiter Hotels)

## **Using Social Media in the Ironmonger's Industry**

GIA - Guild Ironmongers Association - Training

## **The Importance of Your Website**

Faversham Traders Networking Meet

## **Using Social Media in a Sole Practitioners**

Sole Practitioners Association Group - Stephen Thomas

## **What is Social Media?**

Ellenors Hospice Gravesend Networking Event

## **Connecting with Key Influencers on LinkedIn**

Manufacturing UK 2013

## **How to become a Key Centre of Influence online**

Digital in Kent 2013

## **Social Media For Universities**

Meltwater Group

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## **Education**

### **Canterbury Christ Church University**

BSc Honours in Business Information Management Degree

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## **Accomplishments**

### **ZC Social Media Academy**

ZC Social Media Academy is monthly meeting for local businesses and individuals to attend and learn bite size pieces of Social Media content. ZC Social Media Academy launched in August 2012 with 15 attendees. On the 14th August 2014 we had the Anniversary event for the Academy which had 112 attendees attend! View #zcsocialmedia on twitter for all testimonials and comments about the event.

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## **Testimonials**

**Heidi Myers**

I recently invited Zoe to speak at our Social Media Strategy for Universities event in London and she was fantastic. Personable, great insights fantastic tips and tricks on building social media strategy with a clear guide and objectives. She spent the day speaking to our clients and provided real value. I would definitely invite Zoe to speak for Meltwater again in the future.

**Louisa Felstead**

Zoe was a very early adopter of social media and as such she has both taken the time and had the time to fully get to know her field as it has grown and developed. She is very much an expert in her area and this comes across in the exact and confident way that she is able to speak about both the strategy and execution of social media. On top of this, Zoe is also a really nice person and easy to recommend

**Maurits Bruggink**

Zoe has made an excellent presentation to the annual Seldia direct selling conference at which she showed great communication skills, an expert knowledge about the commercial use of social media and innovative ideas for the direct selling business. Zoe has been able to convince the audience of business, government and members of European Parliament about the opportunities of social media for business.

**Brett Arscott**

Recently I invited Zoe to present to a room full of General Managers on the benefits of social media. I thought I was quite clued up before I listened to Zoe, but her knowledge on the subject is staggering and her presentation style kept everyone engaged no matter what their level of experience. I have no hesitation in recommending Zoe to anyone that requires help, guidance or training in social media.

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