



GRAND INSPIRATION

2017 IMCA ANNUAL CONFERENCE
Scottsdale ▶ June 25-27

JASON KEATH

Founder and Chief Executive Officer
Social Fresh



ABOUT THE SPEAKER

Jason Keath is a refreshing voice on creative culture and digital trends. He is a highly-regarded keynote speaker, writer and digital marketing expert.

Keath is founder and chief executive officer of Social Fresh, a leading social media and digital marketing conference and training organization which supports major brands and agencies. In fact, nearly 50 percent of Fortune 500 organizations have attended Social Fresh's workshops and presentations, including hundreds digital marketing officers and hospitality brand executives.

Rooted firmly in the creative arts, Keath brings an innovative approach to marketing and creative culture. He focuses on how creative thinking can drive businesses forward, improve marketing and increase employee satisfaction and productivity.

Keath, who earned his bachelor's degree in fine arts from the University of North Carolina at Charlotte, is routinely a quoted source about digital marketing trends by major media outlets including The New York Times, USA Today, MSNBC and the Los Angeles Times. Additionally, he has authored a newly published book: The Case for More Bad Ideas.

PRESENTATION SUMMARY

The Future of Social Media – Where to Spend Your Time and Money for the Best Return

As competition for attention increases across all social networks and content channels, learning how to spend your time and money more efficiently becomes essential. From Snapchat to video content to social advertising trends, this keynote presentation will review where companies are putting their resources today and planning to invest in the future. Jason Keath will focus on why more businesses will be investing in video content, video-focused social networks and social messaging apps over the next year.

Among the other takeaways you will garner from Keath's keynote address:

- Learn which social networks and ad platforms businesses see the best ROI from.
- Discover some of the best methods for jumpstarting a video content strategy that can produce results for your business in social media.
- Learn how Instagram has become the second most important social network for businesses in 2017.
- Determine which content marketing formats are seeing the most consistent production and results.
- Find out how your business should be thinking about dark social and social messaging and if it is a right time to invest in these technologies.
- Discover how businesses invest their time across digital strategy, promotion and execution.
- Learn which social advertising solutions are seeing the most investment and results.