



CHARLOTTE CHIPPERFIELD

Social Media Expert | Founder & CEO of Chipperfield Media



SPEAKING TOPICS

How to Avoid the 5 Biggest Mistakes Consumer Brands Make on Social Media

- This interactive seminar explores the 5 mishaps companies make impeding their growth and bottom line.
- Attendees will learn what it takes to craft a social media strategy that speaks directly to their customer.

Don't Leave Money on the Table: 3 Social Media Shifts to Increase Your Revenue

- Explore 3 key activities a company should implement to optimize their social media efforts that lead to increased revenue.
- Attendees will learn the subtle nuances which drive sales through social media.

6 Tips for Mastering Instagram Marketing

- Instagram is changing all the time. Learn to develop a winning Instagram marketing campaign to reach more customers, drive brand awareness and sales.
- Attendees will learn how to position their brand on social, how to reach their customers and how to measure results.

Digital Sips: Wine and Social Media

- Explore how we reside in the digital space to connect, discuss and share in our wine experiences. How can we, as both consumers and wineries, leverage the power of social media to pave the road with valuable content and meaningful discussions that lead to increased revenues?
- Attendees will learn how to craft an engagement and impactful social media strategy for their wine company leading to more sales, newsletter sign-ups and brand awareness.

TESTIMONIALS

SANDRA M.

"I have heard you speak and appreciated your sharing this timely information. You have a great deal of experience and enjoy sharing it so that others can do well."

CASEY H.

"Chipperfield Media empowered our team members to manage social media independently with greater confidence."

PROFILE

In her work with Chipperfield Media, Charlotte marries her food and wine background with social strategy to help brands create powerful, brand-building, customer experiences online.

CONTACT



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