

Speaking Your Brand Podcast Ep. 059

Marketing Trends You Need to Know for 2018

with Sandi Eveleth

- Webinars are a wonderful way to practice new material that you will be presenting at a speaking engagement. Even if just your colleagues, friends, and family attend the webinar, it will be beneficial practice and an opportunity to get invaluable feedback.
- [Zoom](#) is a fantastic, easy to use software for your webinar. It's even great for scheduling your online meetings and conferences.
- Butterflies and nervousness are natural and something you should experience before a presentation. If you aren't, you may be too comfortable with your material and this is a good time to change it up!
- Knowing how to market to your cold, warm, and hot audience members will generate more interest and traffic in your presentation. Get specific in defining who your target market is. When you niche down and define who you want to attract, the entire process starts to become more fun.
- Using Facebook Pixel, Facebook Live, and the new Facebook Local are invaluable ways to generate more traffic for your business.

Notes:

Join the free Speaking Your Brand community for even more tips at speakingyourbrand.com/join.

