



**28 AUG 2014**

## **Seminar: How to Generate High Value Business Using B2B Social Media Lead Generation Tactics on LinkedIn**

Are you responsible for or generating new business sales and new leads? As an Entrepreneur, Business Owner, Sales/Marketing Professional, Business Development Manager or a Consultant, you hear that social media is all the rage, but are you getting bottom line measurable business results with it?

In 2013, a study by Hubspot among 3,128 companies found that LinkedIn is four times better at delivering leads than both Facebook and Twitter.

Are you spending too much time at networking events and hate cold calling?

Are you spending too much money on SEO and not getting targeted results?

Would you like an ongoing pool of qualified leads and prospects?

Are you sick of going to all day seminars, only to get "information overload" and nothing tangible you can action immediately?

If you answered yes to any or ALL OF THE ABOVE questions this is the event for you...

You will learn 6 B2B Content Marketing Secrets for Social Media Lead Generation...

1. A customised, optimized, engaging and powerful LinkedIn profile that attracts enquiries
2. The correct social media etiquette so you don't sound "spammy"
3. B2B content marketing strategies to turn connections into clients
4. How to lead nurture your network and become an industry leader who adds value
5. How to be recognised as a subject matter expert and have prospects seek you out
6. Learn which tools and strategies are being used by the experts



**Hong Kong  
Australia Business  
Association  
NSW Chapter**

**Time: 6-8 pm**

**Venue: Level 5,  
Hong Kong House,  
80 Druiitt Street  
Sydney 2000**

**Price: Member: \$30  
Non-member: \$45**

**Guest Speaker:**  
Jeff Yang  
Co-founder of  
Social Hyper  
Marketing and  
SocialGen

**RSVP:**  
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Hong Kong Australia Business Association In. NSW Chapter



**Speaker Bio:**

Jeff Yang is the co-founder of Social Hyper Marketing and SocialGen which are the world leading B2B social selling agencies for SME’s. Jeff is also the Head of Digital at Australia's most awarded Online Marketing agency E-Web Marketing.

Jeff is the winner of many BRW, Deloitte and industry awards and over the past few years, has worked with global brands such as Oracle, IBM, MTV, Samsung, CAT and Google to name a few. Jeff has helped hundreds of entrepreneurs like you to generate high value leads, sales and partnerships using social media networks such as LinkedIn and perfectly blending human psychology with digital enablement.

Jeff will share with his 3 most critical B2B social media marketing strategies you’ll need to update your social media profiles to attract ideal customers and strategic alliances. He will also share secrets on how you can grow your personal brand online and be recognised as a subject matter or industry expert.

Referred to as the “Energiser Bunny” for his ability to power up a group. Jeff's fusion of real-life stories and accelerated learning techniques connect with his audience at a fun, interactive and individual level.

**REPLY SLIP:**

Please reserve \_\_\_ place (s) for How to Generate High Value Business Using B2B Social Media Lead Generation Tactics on LinkedIn on 28th August 2014.

Name: \_\_\_\_\_ Organization: \_\_\_\_\_ Position: \_\_\_\_\_

Name: \_\_\_\_\_ Organization: \_\_\_\_\_ Position: \_\_\_\_\_

Name: \_\_\_\_\_ Organization: \_\_\_\_\_ Position: \_\_\_\_\_

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( ) Cheque payment: Please make cheque payable to Hong Kong -Australia Business Association and post to: Level 3 Hong Kong House, 80 Druiitt Street, Sydney NSW 2000

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