



**THE FRIEDMAN GROUP**  
Inbound and Social Media Marketing

## Brad Friedman



We help individuals and businesses realize the benefits of inbound and social media marketing.

Over the years we have focused much of our efforts on developing inbound and social media marketing strategies for professionals and all sizes of businesses. Many of our clients are in the accounting, financial services, healthcare, insurance, real estate and legal industries throughout the U.S. Some of our clients are in other regulated industries and some are individuals and small businesses of varying types looking for an inbound and social media marketing plan and / or someone to implement their marketing strategy.

Social Media is an ongoing, fluid, real-time marketplace for information, collaboration, referrals, networking and business deals. We help businesses and professionals use inbound and social media marketing to your advantage. But we insist on participating in these marketing arenas in a professional and thoughtful way that reflects well on your brand.

Think about this: the longer you wait to jump into inbound and social media marketing, the further behind your competition you fall. "Because Everyone Is Doing It" is rarely a reason to do anything. Today, that's just not the case. If you aren't taking full advantage of inbound and social media marketing, you aren't marketing at all.

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## Speaking and Training Opportunities

### ***Strategy***


Proven Strategies to monetize your on-line presence. Accomplish your organizations strategic objectives within your budget. A variety of resources will be used in helping to craft your organizations online strategy.

### ***Training***

Customized training specifically designed for you and your company. Learn what's hot and what's not as you utilize the latest and greatest social media tools to give you and your organization a competitive advantage.

### ***Speaking***

Content rich and engaging speeches that will inform and inspire your audience to take action. From 15 to 90 minute programs, Brad will personalize content to match the needs and experience level of the audience.



**Brad speaks and conducts workshops on a wide range of topics, including, but not limited to:**

- Business Applications for LinkedIn and Social Media
- Design and Build Your Professional Reputation Online
- Making LinkedIn Make Sense for...
- Social Media Strategies for...
- Build Your Marketing Toolkit for Small Business OR Nonprofits OR...
- Email Marketing for Small Business OR Nonprofits OR...
- 60 Ways to Grow Your Email List
- Inbound Marketing strategies and implementation
- Social Selling Strategies For ...
- Social Media Timesavers

Each topic is specifically tailored to your audience, so, if you don't see exactly what you're looking for, we're happy to create a custom workshop that meets your needs.

Workshops can be conducted as in-person half-day or full-day sessions, or as a series of in-person workshops or webinars.



**BRAD IS KNOWN FOR HIS DEPTH OF KNOWLEDGE,  
HUMOR AND ABILITY TO INSPIRE YOUR ATTENDEES TO  
TAKE ACTION AND IMPROVE THEIR ONLINE PRESENCE**

*“Brad and the Friedman Group listened to what our company needed, came up with a creative strategy that would work within our corporate culture and executed implementation seamlessly meeting and exceeding our expectations while providing a solution that accomplished the job we required. It is rare to work with a company that embraces honesty, ethics and innovation in this day and age.”*

**JoOnna Silberman - Marketing Coordinator, Lightning Eliminators**

*“In these stressful times of doing business, it is always a pleasure to hire a consultant that not only adds value to your bottom line but does it with a smile and a chuckle. He taught us the importance of examining our strengths, weaknesses, skills, and agility inside and outside the company and how we fit or should fit into our particular business niche on the Internet. I highly recommend The Friedman Group to any company that wants to enhance their employees’ online presence. Brad helped me realize “It’s not what you know, but who you know!”*

**Jeffrey Hirschfeld - Partner, Antonoff & Co. Brokerage, Inc.**

*“Brad did a terrific job helping our non-profit develop and implement a social media plan. Our numbers have improved dramatically. He was able to meet us where we were at in terms of skills, and not only create what we needed but provide us the training so we could continue on our own. He taught us to fish!”*

**Julie Reiskin - Executive Director, Colorado Cross-Disability Coalition**

*“Brad was extremely helpful in helping me to better understand the business development applications of using social marketing, and even more valuably, via a hands-on lesson, showing me how to implement and use those tools in a practical way.”*

**Bob Webster - President, Webster Investment Advisors**

**Contact Us At:**

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