



TRICIA CLEMENTS

CHIEF FUR WRANGLER

MuttButs.com

Social Media Management & Consulting
Specializing in Pet Businesses & Video

PREVIOUS PRESENTATIONS

EFFECTIVE VIDEO USE IN YOUR WORDPRESS BLOG

4/14/18 - WordCamp Atlanta 2018

USING VIDEO & LIVE STREAM TO ADD CONTENT TO YOUR SITE

4/19/17 - Alpharetta WordPress Meetup Speaker

JUMPSTART YOUR BUSINESS WITH VIDEO!

9/16/17 - The Entrepreneur Experience Conference Speaker

EFFECTIVE VIDEO USE IN YOUR SOCIAL MEDIA

10/7/17 - Zen Dog Web Services, Inc. Master Class Presenter

JUMPSTART YOUR BUSINESS WITH VIDEO!

8/25/17 - East Cobb Open Networking Meetup Presentation

POPULAR TOPICS

OPTIMIZING YOUR GOOGLE MY BUSINESS (GMB) ACCOUNT

GMB: NOT JUST ANOTHER SOCIAL MEDIA PLATFORM

Claiming, setting up and posting weekly to your GMB account up can be crucial to your local SEO (ex. dog groomer near me) by increasing your chances of showing up in Google's Local Pack, Local Finder and Google Maps.

You know how important it is to utilize GMB, but do you know how to optimize your account and posts?

Learn the steps your business needs to optimize your account and learn all the new tips and tricks with GMB Posts. Google now allows you to add a 30-second **video** to your post! It's free advertising space that every business should be taking advantage of.

Do you have a Wordpress Blog, sell products on your website or sell services on your website? Learn how your GMB Post can drive traffic to your website.

If you're looking to drive traffic to your blog, book Tricia today!

THE IMPORTANCE OF VIDEO MARKETING:

- 74% of all internet traffic is video.
- By 2021, 82% of all internet traffic will be video.
- Video helps build the know, like & trust factor much faster than other marketing strategies.
- Video increases online engagement.



YOU Can Market with VIDEO Too!

"In 2015, the last thing I would have ever wanted to do is stand up in front of a group of people and give a presentation or speech. Discovering Periscope (Twitter's version of Facebook Live) in December 2015 changed all of that!

I now create weekly videos, live stream via Facebook Live once or more a week and even recently attended a Toastmaster's Meeting. If I can make that drastic of a change, you can too! I'll provide tips to help you break the fear of getting in front of the camera and mastering video so that you don't get stuck in twentieth-century marketing."

-Tricia Clements

MORE REVIEWS: MuttButs.com/GoogleReviews



Kathy Drewien

1 review

★★★★★ in the last week

The enthusiasm Trish brings to her presentations, her work, and her life is inspiring. The information she brings to the table is jam packed with wisdom and action steps you can apply today.



April Wier

17 hours ago

★★★★★ I've known Tricia for several years and have watched her skills multiply with a vengeance. I was on the speaker selection committee for WordCamp Atlanta 2018. We chose Tricia's talk "WHERE'S THE CONTENT? EFFECTIVE VIDEO USE IN YOUR WORDPRESS BLOG." She nailed it. I was taking notes not only on how to use video more effectively, but how to improve my own presentations. While I recommend her whole-heartedly for social media, I cannot emphasize enough what a great speaker she is. She would be a valuable addition to any speaker line-up.



Valerie Hudgins of Zen Dog Web Services, Inc.

Local Guide · 17 reviews · 75 photos

★★★★★ 2 months ago

Tricia is an engaging and animated speaker! She is great at tailoring her considerable knowledge of social media to the needs of her audience. In this seminar, small business owners were wow'd. Having taken her consult before, I know she can bring about excellent results. HIGHLY RECOMMENDED!



Brad Morrison founder of GoWP and Host of North Fulton WordPress Meetup

9 reviews

★★★★★ in the last week

Tricia is a video and live streaming expert! Really enjoyed her talk at the North Fulton WordPress Meetup -- learned a ton!



Lisa Illman of KritterKommunity.com

1 review

★★★★★ 8 months ago

Tricia edited my Kickstarter pet video and I couldn't be happier! She was fast, reliable and knowledgeable!





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WHERE'S THE CONTENT?

Effective Video Use in Your WordPress Blog

You've spent hours (maybe months) creating a gorgeous website or maybe you paid someone else to design it for you, but what's next? How do you consistently add content to your site?

If you struggle to add good, relevant content to your blog, book Tricia today!

WHY YOU SHOULD USE VIDEO TO HELP CREATE BLOG POSTS:

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VIDEO IS THE NOW!

Will you be light years ahead of or behind the curve? Your blog should keep up with this ever-growing demand for video.

Learn tips and hacks to use video to create content for your blog, social media, newsletters and much more. Never run out of content again!

REVIEWS: More: MuttButs.com/GoogleReviews



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678.480.6669

-Tricia Clements

Tricia@MuttButs.com



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SPEAKING EXPERIENCE:

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4/19/17

Topic: Using video & live stream to add content to your site

The Entrepreneur Experience Conference Speaker

9/16/17

Topic: Jumpstart your Business with VIDEO!

Zen Dog Web Services, Inc. Master Class Presenter

10/7/17

Topic: Effective Video Use in your Social Media

East Cobb Open Networking Meetup Presentation

Jumpstart your Business with VIDEO! Topic:

ADDITIONAL QUALIFICATIONS:

- Featured on Lisallman.com
bit.ly/ILoveLivestream & bit.ly/Feature2
- Guest Blog Post:
lisallman.com/wordpressstips
- Featured on
SocialMediaHound.com



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