

## Monique Elwell

Consumer Web Strategist, Speaker, Author



### Bio: Monique Elwell

Monique Elwell is a pattern-finder, truth-speaker and promise-keeper. She helps businesses and brands navigate the ever shifting landscape of the consumer web.

She started her career during the '90s dotcom boom on Wall Street. Working for investment banks such as Smith Barney, Union Bank of Switzerland, Merrill Lynch and Wit Capital, she researched, wrote and published equity research reports on the nascent internet industry, providing her with unprecedented access to the movers and shakers, from the Silicon Corridor to Silicon Alley to Silicon Valley. As a result, Monique quickly sifts through “cool fluff” and targets tools, campaigns and business models that make sense from a business standpoint. Later, she moved 180 degrees from the quantitative to the qualitative perspective, leading the travel and leisure practice at Iconoculture, a consumer insight and trends company. Recently, she founded and ran Conversify, a social media agency located in the U.S. and U.K.

She covers the gamut from business and marketing strategy to consumer insights with special attention to how consumers engage in technology and create communities. Over the years, her clients and coverage have ranged from Walt Disney Parks and Resorts, Excite, Starwood Hotels & Resorts, Yahoo!, Harrah's Resorts and Casinos, to Lycos, and Vail Resorts International. She speaks on social media at conferences and teaches her social media methodology in agencies, corporations and universities.

### Speaking Topics

Monique Elwell can speak on a variety of topics including:

- **Social Media**
- **Managing Virtual Workers**
- **Start-ups/Entrepreneurism**
- **Marketing Strategy**

She also presents her methodology from her book, *The Shiny Object Syndrome: Stop Focusing on Social Media Tools and Start Focusing on Strategy, Brand and Messaging* at seminars and teaches it to companies, agencies and other groups in a quarter-day or full-day workshop setting. Please refer to [Monique.net/Speaking](http://Monique.net/Speaking) for a complete list of her speaking engagements.

## Prepared Presentations

### **The Shiny Object Syndrome: Social Media Brand & Strategy**

Just about every social media expert tells you that you need to “have a conversation” with your fans and followers on social media, but no one tells you *how*. Sure, they offer some tactical suggestions, Tweet this, post that, but no one provides a comprehensive methodology that considers your target audience, your business objectives, your brand and your messaging.

Monique Elwell has leveraged her years of experience in consumer web, social media, branding and consumer insights and created a comprehensive methodology that helps brands align their business objectives, brand and messaging. This presentation is an overview and introduction to her methodology. The presentation will be tailored to the audience, but will likely include one or more of the following: Social Media Brand Personality, Social Media Brand Architecture, Naming Conventions, Conversation Guide, Social Media Editorial Calendar.

Presentation: 2 hours, including Q&A

Workshop: half-day to two-day workshop

### **Conversation Guide**

The Conversation is the bread and butter of social media, but most people don't think about it strategically. Monique Elwell will teach the concept of the Conversation Guide—the 5 to 10 strategic conversations that your brand needs to either start or join-in in order to entertain, inform and engage its social media community and subtly insert calls-to-action. What types of Conversations work, which ones don't and which ones are likely to start a firestorm of criticism.

Presentation: 45 minutes to 1.5 hours

Workshop: 2 hours

Consulting where we develop your corporations' Conversation Guide: half day, includes additional staff member

### **Social Media Brand Style Guide**

How you say it on social media is just as important as what you say. How do you make certain your brand doesn't speak like a teenager when targeting people in their 30s and 40s? Or that it does not lose credibility with its niche audience because it was not using the right slang. Much like a traditional style guide, a Social Media Brand Style Guide outlines the phrases and words that bring its brand personality alive. Monique Elwell will provide examples of great social media style and some serious missteps.

Presentation: 45 minutes to 1.5 hours

Workshop: 2 hours

Consulting/Workshop: half day, includes additional staff member

## **Brand Architecture**

You have four products, two services, franchises and/or various constituencies you need to reach (employees, customers, partners, etc.) How does this all fit together in social media? In this presentation, Monique Elwell discusses the things brands need to consider for social media. Who should be Tweeting/Posting? Your character, your brand, a product, your local store manager? She'll review the brand architecture methodology, dos and don'ts, pitfalls and offer suggestions on common problems.

Presentation: 45 minutes, including Q&A

Consulting/Workshop: Half Day

## **Other Topics**

- **Social Media Strategy**
- **Social Media Crisis**
- **Social Media Measurement**
- **Managing a Virtual Workforce**
- **How to scale your start-up**
- **Social Media Trends**
- **Business Cases & Business Planning for Digital Entrepreneurs**

Not seeing the topic you want? Just call me (917-623-1896) and I can see if I can accommodate your needs.

## How to sign her up!

I would be thrilled to speak at your event! Kindly contact me via email ([Monique@Monique.net](mailto:Monique@Monique.net)) or phone ([917-623-1896](tel:917-623-1896)) and let me know the following.

- Your name (or the event organizer's name)
- The name and description of the event along with format (panel, keynote, seminar, workshop, etc.)
- The date and location
- The audience makeup
- What expenses are covered

In the mid-90s, frequently I heard critiques state how web and email marketing didn't work. Upon reviewing their tactics, I realized that the people who said this did not have a strong strategic understanding of how vastly different the consumer web is from traditional marketing. I am seeing that critique with social media marketing. I believe that *The Shiny Object Syndrome* methodology is the missing component that helps brand and community managers properly communicate their brand in social media. I hope to get the word out. Will you help me?

Best Regards,



Monique Elwell