

Michelle HUMMEL

**Social Media Trainer, Published
Author, Keynote Speaker, Influencer
and Franchise Marketing Expert**



MEDIA KIT

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Recently nominated for the Woman-Owned Business of the Year! 2X Winner of the Cincinnati Businessperson of the Year by Alignable. She's passionate about online marketing strategies with 20+ years of experience developing successful businesses.

Michelle owns a full-service digital marketing agency, [Web Strategy Plus](#), where she helps her Clients grow their businesses. She also teaches Social Media Certification Boot Camp classes both virtually and in person through [Web Media University](#). A top requested Keynote Speaker and Corporate Trainer providing in-depth social media training worldwide. A current contributing content writer for Franchise Dictionary Magazine, and The Franchise Woman. She has published 3 books in her series called, "The Social Media Magnet: Everything You Need to Know to Attract Customers with Social Media", where she shares her best-kept secrets to success. She has established 22 chapters nationwide for [Social Media Enthusiasts](#). Also specializing in helping Franchisors and Franchisees develop integrated web marketing programs to drive leads as the Founder of the [Franchise Success Team](#). She's available for interviews via telephone, podcast, video, news segments on location, and more. Learn more about Michelle on her [personal website](#).



SPEAKING ENGAGEMENTS

If you're looking for a **keynote speaker** who can deliver an empowering speech on social media, **Michelle Hummel is who you want on stage.**

There's a lot that goes into planning a conference or similar event. One of the big decisions you'll need to make during this process is who you want to give a keynote speech.

As a **Social Media Trainer** with over fifteen years of successful online business development, sales, and marketing experience, Michelle lives and breathes social media marketing on a daily basis. While she's proud of her Internet Marketing Degree, she knows how quickly the online landscape can shift and strives to learn something new every day.

Through her ongoing cycle of learning, testing, and implementing, she has an extremely valuable set of knowledge that can be shared with an audience through a keynote. She has traveled across the nation to share her wisdom via keynote speeches and in-depth social media training.

Michelle is a highly engaging speaker who loves to share her message from the stage! If your audience consists of **small business owners, speakers, authors, experts, or entrepreneurs** who have a positive message to share with the world – book Michelle to speak at your event.

Michelle aims to raise a few laughs while she shares the powerful relationship marketing strategies and sound business systems that have enabled her clients to achieve such amazing results.

Michelle will give you practical tips to help you to be heard on the global stage. From social media, video marketing, podcasting, affiliate marketing, and joint ventures Michelle will get your audience thinking differently about how they too could be everywhere, all the time attracting all the best opportunities to them like a magnet.





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FORMATS THAT MICHELLE CAN DELIVER

**Michelle is a high energy MC / Host who is guaranteed
to lift the energy in the room at your event!**

- 60-90 minute keynote presentation
- 60-120 minute multi-speaker event
- Half-day training workshop
- Full day Relationship Marketing Day
- Full day Joint Venture Marketing Day
- Online events/webinars

Sample Presentation Titles:

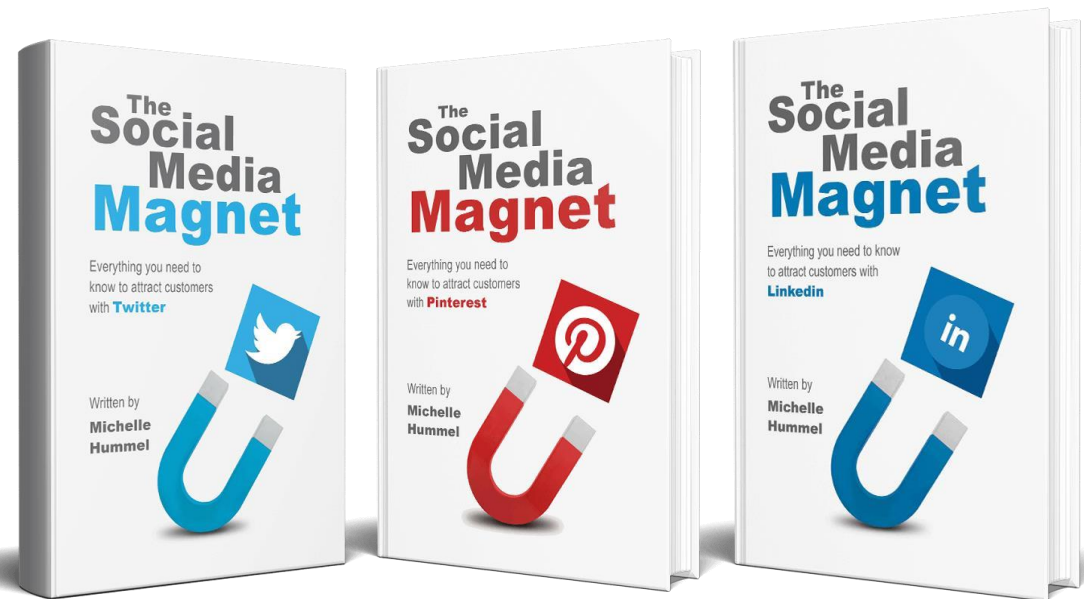
- How to Boost your Sales with Social Media
- How to Create a Magnetic Social Media Content Strategy
- How to Improve Your Local Rankings with Google Search
- Secrets to LinkedIn Networking Success for Lead Generation
- How Personal Branding with Social Media Can Attract Leads
- How to Successfully Manage your Business Reputation Online
- How to Turn Facebook Fans Into Customers
- How to Use Thought Leadership to Build Your Brand Fast with
- How to Increase Positive Reviews and Handle Negative Ones
- How to Build a Community of Brand Advocates
- How to Successfully Grow your Business with Twitter
- How to Write Effective Facebook Ads that Get Clicks
- How to Build your Social Media Marketing Plan
- What do Internet Marketing Cats have to do with your Business?

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TESTIMONIALS

Michelle is a rockstar both in the community as well as across other social sites. She offers help and valuable tools that far exceed what anyone else is doing out there. Her success is organic and genuine. As someone that is in the coaching and consulting sector I look forward to reading Michelle's content and insights to the world we are in.

Chris Berthelson

Beyond Retail Group

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Michelle Hummel and her company, Web Strategy Plus, know social media inside and out. Not only is she skilled in her field, Michelle Hummel's ability to educate others about this subject is extraordinary. She simplifies complex topics so that even the novice can understand and implement. Having spoken at one of Ms.Hummel's events, I also know that she is a pleasure with whom to work.

Kay Fittes

High-Heeled Success, LLC

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Michelle's team at Web Strategy Plus team has been a dream to work with as our Social Media Management Company! They are very quick to respond, reliable and they always have great ideas. I wish all my points of contact for our business accounts were as easy to work with. Two thumbs up to the Web Strategy Plus team!

Dawn Donaldson

Owner of Dog Day Every Day

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