



# Viv Craske

Facebook Marketing Funnels For Experts And Entrepreneurs

Digital Marketing



**WITH 16 YEARS** experience in communication and marketing, Viv Craske expertly teaches the specific strategies to own your market on Facebook, so you can spend less time marketing and more time doing what you love.

**In contrast to most social media speakers, Viv believes that business owners should NOT become an expert in social media, but use a simple turnkey Facebook Marketing Funnel to rapidly build the No.1 asset in any business – a list of loyal customers.**

As a former award-winning magazine editor who has sold 10 million magazines and generated millions of pounds of revenue partnering with the likes of O2, Motorola, Orange, BT and Glastonbury Festival, Viv has seen traditional marketing burn out first-hand and tracked the rise of digital marketing.

Viv has been interviewed for Newsnight, BBC1, BBC 2, ITV, Channel 4, Channel 5, Sky, Radio 1, Radio 4, Radio 5, The Guardian, The Independent and others.

He is currently writing his next book *'Like Me, Buy Me: Become One Of The Most Highly Paid People In Your Market In 8 Weeks Using Facebook'* – due February 2012.

### Viv's key speaking takeaway messages are:

- You can use Facebook to be seen as an expert in your field or the market leader, quicker than doing any other form of branding, advertising or marketing.
- 99% of people are using Facebook Profiles and Facebook Page completely wrong, and are wasting

“Viv’s approach instilled confidence from the outset. He equipped my team with key techniques to help them in the challenges they face. Viv’s training has provided real benefit. I would happily use Viv again.”  
**Amanda Menahem, Hastings Direct**

time and money building a list that they don't own and they can message en masse.

- It's easier to start a business than ever before, but attention for eyeballs has never been higher. Facebook is the best and most cost effective way to have a 'constant visibility strategy' for your business.
- B2B and B2C businesses are all really P2P (person to person) businesses, any business can use Facebook to build a list, and create the No.1 asset any business can have – loyal customers.
- You can spend 80% less time on Facebook and generate more leads with the right strategies.
- Facebook Advertising is the single most targeted method of advertising in the history of advertising.
- Facebook is the best online tool to become an expert, and manage your brand reputation.

### Products & Services

**Digital Marketing Blueprint Done For You Programme** From £2,500 +VAT. An 8-week Facebook, video and email programme for experts, entrepreneurs, business owners.

**Digital Marketing Blueprint Fastrack Programme** £197-597 +VAT. Home study kit.

**Facebook Page Management Services** £197 +VAT/page/month. Leads and reputation service.

**Digital Marketing Academy** £27+VAT/month. Monthly membership site with latest strategies.

“I’ve hired with Viv to deliver professional development events with medical professionals. Delegates love him. He responds to people’s needs rather than trotting off a speech like so many people do.” **Andrew Cain, MD, Bright Ideas Training**