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## **Podcast: How Social Media Marketing Campaigns Are Different Today**

**The Countess Group says it's important to keep up with the changes**

**ORLANDO, FL – March 21, 2018** – The speed of digital marketing's evolution is breathtaking. Static photos and images worked well for marketing campaigns in 2017, but they don't work as well now.

"Strategies for getting traction with social media advertising campaigns on Facebook and LinkedIn are quite different today than just a year ago," said Ken Countess, host of the ["Market Your Business Like A Pro" podcast](#) and managing director of [The Countess Group](#). "In some ways, it's easier to get attention, but you do need to know what to do to be successful."

On Episode 25, listeners will hear The Countess Group's campaign manager John Brown talk with Ken about what has changed over the past year and learn some of the ways to optimize social campaigns to get better results.

The episode can be found at <http://www.marketyourbusiness.co/podcast> as well as on iTunes, the Apple Store, Google Play, and Podbean.

Produced weekly, the Market Your Business Like A Pro podcast provides listeners tangible tips to help them strategically grow their business.

"Too often, more time is spent on an email to make it look pretty. But after it's been sent, the data isn't reviewed. Yet, the data can help a business vastly improve campaign results and drive more sales," said Countess, managing director of [The Countess Group](#). "In this episode, I cover 5 tips that are easily understood and how to implement them."

Listeners can catch every episode anytime, anywhere, on any device.

### **About Ken Countess**

[Ken Countess](#) has consulted to some of the world's most recognized brands as well as provide coaching and training to thousands of attendees at his workshops.

An executive coach and corporate trainer, Ken's seminars and webinars are filled with people seeking timely, actionable, easy to implement information to help their organizations grow. His approach to

educating audiences about how to use email marketing and social media tools such as LinkedIn, Facebook and Twitter to build their business or nonprofit has earned him the respect of loyal followers around the world.

Countess offers personal coaching and coaching to companies when they need it, online and in person. Sessions can be scheduled automatically at <http://bit.ly/meet-with-ken>

Ken is a certified marketing expert and has held executive management positions at several Fortune 100 companies and has been a senior partner at a 35 person marketing firm. While with such well known companies as Motorola, Marriott and Caremark, Ken provided award winning leadership for the fastest growing divisions of these industry leaders.

Over his 25+ year career, he has been responsible for the creation and delivery of multiple successful marketing and sales growth strategies, strategic messaging and communications, and change management programs for worldwide markets.

### **About The Countess Group**

The Countess Group (TCG) is a marketing and communications consultancy that has been providing strategic vision, tactical execution and measurable results for clients since 2001. The company is led by Managing Director Ken Countess, who has worked with some of the world's most recognized brands. He provides coaching and training to thousands through seminars and webinars with easy to implement information to help their organizations grow. Ken is certified by Constant Contact, and he has won Constant Contact's Leadership Award. The Countess Group has helped everything from small businesses to Fortune 100 companies.

Learn more about Ken Countess and The Countess Group at [www.MarketYourBusiness.co](http://www.MarketYourBusiness.co) or find them on [Facebook](#), [Twitter](#), [Google+](#), [Pinterest](#), [YouTube](#) and [LinkedIn](#) or [Podbean](#).

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