



Changing the Game with Digital Engagement



Special Edition Series of

Coffee Break with Game-Changers

with your host **Bonnie D. Graham**



Changing the Game with Digital Engagement, Presented by SAP
Tuesday at 7 AM Pacific /10 AM Eastern
October 5th 2021: Social Media Marketing aka Building Your Boat While Sailing

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The Buzz 1: "Social media allows big companies to act small again." (Jay Baer @convince Marketing) The Buzz 2: "If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends." (Jeff Bezos, Amazon CEO) The Buzz 3: "We don't have a choice on whether we do social media, the question is how well we do it." (Erik Qualman, author, The Focus Project @equalman) Social media has dramatically affected how we navigate every aspect of life. Its impact on marketing is no exception, as in how it

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Featured Guests



Mike Grehan

Mike Grehan is an SEO pioneer, author, worldtraveler and keynote speaker, champagne connoisseur and consummate drinking partner to the global digital marketing community. He is the former publisher of SearchEngineWatch.com and ClickZ.com, and producer of the industry's largest search and social marketing event, SES Conference Expo. Mike is proud to be Chairman of SEMPO the largest global trade association for search marketers. And equally proud to be CMO Managing Director of the darned finest search marketing agency in the known universe. Fun fact: Mike used to be a popular radio DJ in the UK before finding a proper job.

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Janet E Johnson

Janet E Johnson is a worldwide speaker, trainer and agency owner that has generated millions of dollars for clients using online marketing. She started all the way back in 1998 with selling on eBay while running a daycare in her basement. From there, she shifted to blogging, SEO and social media marketing. In 2007 she transitioned her business to social media marketing, specifically lead generation using Facebook and Instagram advertising.

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Anna Millman

Anna Millman is the Social Listening Manager at SAP. She drives the program that analyzes social data to gain real-time understanding of SAP's customers and competitors, perceptions of SAP's products and services, and protects the brand from (and during) a social media crisis. Anna first joined SAP as the Social Media Manager for SAP Ariba. Passionate about (well, more like obsessed with) social media in all its manifestations, Anna's first big hit in "new media" was when she "broke Facebook" 2012 with a campaign that included a story about a hero UPS driver who saved a man with Alzheimer's. It went viral for a month and became a case study. In her earlier "traditional media" career, Anna wo

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