



Crystal Washington

Author, Technology Marketing Strategist, Speaker

Crystal Washington works with organizations that want to use technology to increase profits and productivity.

What Clients Have To Say

I just returned from a 3-day conference in Chicago attending social media training seminars, and I learned more from you in ½ hour than 72 hours there.

-UBS Presentation Attendee

Crystal's style is incredibly dynamic and energetic, but her most powerful skill is her ability to create meaningful conversation. Top 5 industry presenters I've seen in 20 years!

-D. Colford, Chief Revenue Officer, Hanley Wood

The style and substance of your content was savvy as it was intriguing. On behalf of the people of the Republic of Ghana, thank you for a memorable experience.

-B Aggrey, Effusion Motivate

I got a better idea of how I should be using social media more effectively in Crystal's sixty-minute presentation than all the time spent over the past two years with other speakers.

-M Kovich, VP of Sales and Marketing, American Woodmark

We immediately went to work on new social media strategy for PhillyTrib.com based on what we heard from Crystal's workshop. After 8 months of activity, we've organically quadrupled our followers on Twitter and our likes on Facebook. PhillyTrib.com has reported a 61% increase in average unique visits per month and a 41% increase in average total page views per month. Now, that's value!

-T. Edwards, Digital Project Manager, Philadelphia Tribune

You were so funny and engaging... many of our members commented on how this was the best seminar we have ever held!

-M. Clemente, Manager of Membership Services, Long Island CVB

The Digital Marketing Shift— Top Technology Secrets for Increased Sales

- ✓ Use Google with social media as reconnaissance tools to discover who is using your competition, who is actively looking for your services, and to pull membership rosters of potential clients from the "secret" web.
- ✓ Identify apps and social networks that will turn your clients into advocates and profitable referral agents.
- ✓ Utilize simple technology options for creating marketing systems for automating your digital strategy.

The Automation Equation—App and Social Media Technology for Efficiency, Relationship Building and Focusing on Real Priorities

- ✓ Outsource research and non-necessary tasks overseas.
- ✓ Increase revenue opportunities by automating your "busy work."
- ✓ Strengthen lucrative professional and client relationships.

Social Media Hacks—Secret Time-Saving Features for Prospecting, Researching and Connecting with Customers

- ✓ Discover Facebook's hidden LinkedIn-like business features.
- ✓ Use Twitter as a productivity tool—no tweeting required!
- ✓ Leverage the power of Google+ and Google with other social networks for powerful prospecting and research.

One Tech Action— Stay Ahead of Future of Technology Trends

- ✓ Identify impending social media, device and app trends in your industry.
- ✓ Increase your adaptability and perceived value by adopting three personal action items to move ahead of trends.
- ✓ Be proactive in presenting technology solutions to internal and external clients.

Crystal Washington knows how to use technology for measureable results! She has been hired by Fortune 500 companies as well as top industry associations. She is both a technology enthusiast and strategist. Her expertise in social media, apps and devices has led her to present at conventions and workshops all over North America, Europe and Africa. Crystal is the author of *The Social Media Why: A Busy Professional's Practical Guide to Using Social Media Including LinkedIn, Facebook, Twitter, YouTube, Pinterest, Google+ and Blogs for Business.*

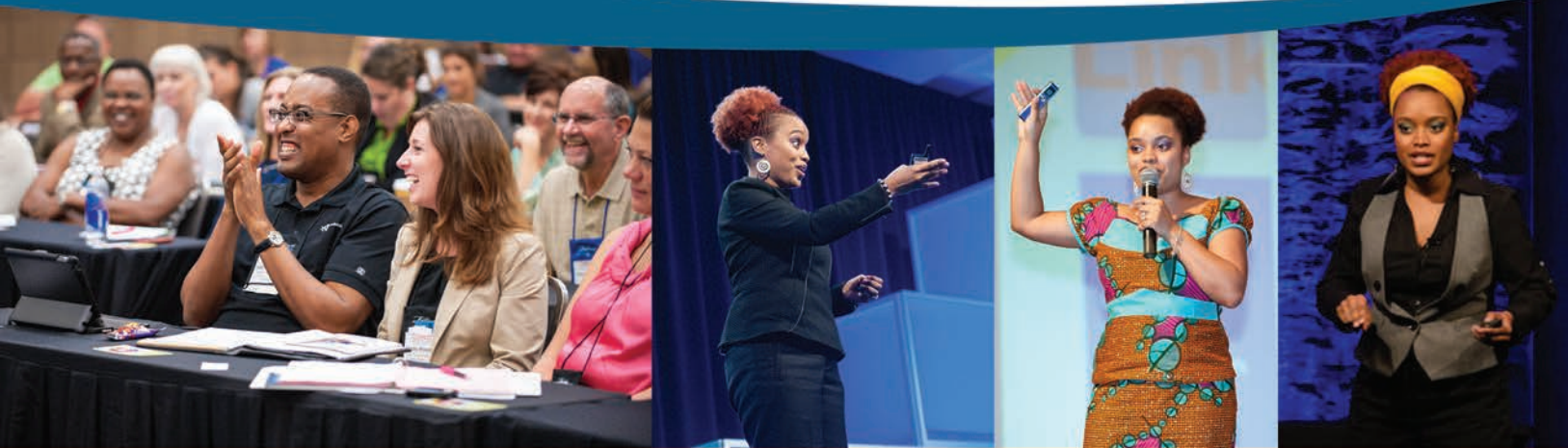
Connect via Social Media



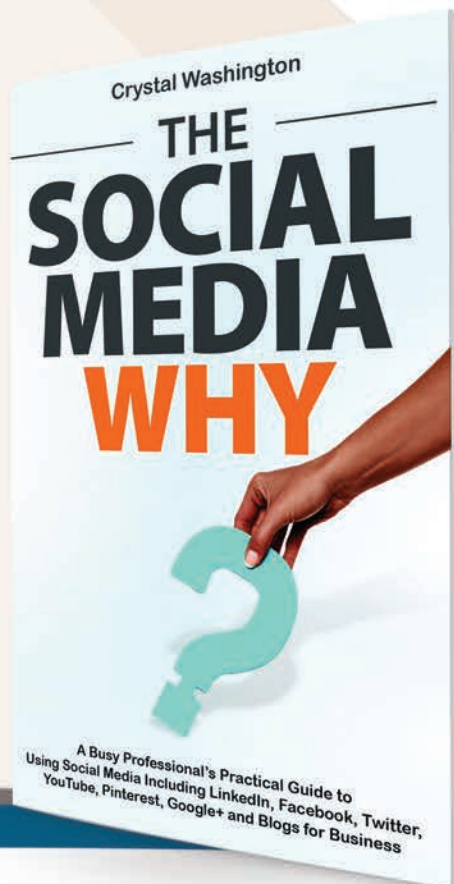
Book Crystal Today!

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Praise for "The Social Media Why"

I'm a Boomer, a veteran at Internet Marketing for over 15 years now. It's refreshing to finally have a social media book for business that I can refer to over and over again. Thanks, Crystal, for "writing it plain" — easy to understand, learn and apply.

-R. Baker

Crystal, this was one of the most well-written, just for us ordinary people, social media resources I have ever read. Thanks for your easy to read & comprehend way of writing. I will definitely recommend this to other people.

-B. Powell

In just one weekend, I've finally figured out this social media stuff with the guidance of Crystal Washington and "The Social Media Why." This isn't the first book I've read on social media, but it is the first to motivate me to re-evaluate my half-hearted attempts at using social media for business and to get me to institute practical application.

-M. Cloud

Crystal's Clients Include:

Google, Microsoft, MD Anderson Cancer Center, Delta Airlines, British Airways, GE, UBS Financial Services, Corning, Harvard Joint Center for Housing, Marriott, Hilton, Kia, Farmers Insurance, Whirlpool Corporation, The American Hospital Association

Appearances:

Entrepreneur
MAGAZINE

THE
HUFFINGTON
POST

Bloomberg
Businessweek

