



## **Amy Jo Martin, Founder and CEO of Digital Royalty**

### **KEYNOTE TOPICS**



#### **1. Humanization Leads to Social Media Monetization**

Amy Jo Martin has been named socially royal because she understands the value of connecting with personalities by expressing her own. This same human-to-human approach is the direction that Martin speaks about in her lecture of how humanization leads to social media monetization. A year ago, Martin developed a proprietary equation to measure a brand's ROI or Return on Influence. This equation, paired with Martin's social media mantra that humans connect with humans not logos, proves that social media can be monetized. Those who attend this speech will receive the very same expert advice that Martin provides clients and those who participate in her company's newest division, Digital Royalty University.

#### **2. Sports & Social Media: Playing to Win vs. Playing Not to Lose**

The world of sports is filled with stats. Just as fans judge their favorite athletes and teams based on achievement, they judge sports brands and athletes based on their social media performance. Everyday, fans choose who to give influence to and who to ignore. Join Amy Jo Martin, Founder and CEO of Digital Royalty in her exclusive sports lecture and learn about how to convert the fan passion index into a socially engaged fan base. Additionally, discover best practices for pushing fans up the loyalty ladder and discover the value that social media and athlete influence add to sports business entities.

#### **3. Innovation and Leadership**

It didn't take years for Amy Jo Martin and Shaquille O'Neal to plan how they would revolutionize the publicity circuit in the social media arena. In fact, if it had taken them that long, the duo would have missed their opportunity to do the one thing that catapulted their innovation and leadership in the digital world. In this meeting, join Amy Jo Martin and Shaquille O'Neal as they discuss how it was that Shaq became the media following his retirement announcement on Twitter, the importance of innovation in a climate where only those with the best ideas succeed, and what it means to engage socially in the corporate world. Additionally, learn from Martin how social media gives every human the power to make a change.