



# Leveraging content to grow your business

Bram Warshafsky

A photograph of two young women with blonde hair, one in profile and the other with her back to the camera, engaged in conversation outdoors at night. The background is dark with some blurred green foliage. The text 'Take a few moments to CONNECT with your neighbour' is overlaid in white on the right side of the image.

**Take a few moments  
to CONNECT with  
your neighbour**

# CPD Process

## In order to receive CPD credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **1 hour of CPD**
- CPD certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

# Today's speaker



**Bram Warshafsky**  
VP Innovation, sgscsco  
@BramWarshafsky

# This is the VW Phaeton





# The parts were sourced from Audi and Bentley models



**It has the Audi A8 engine with 414 horsepower**

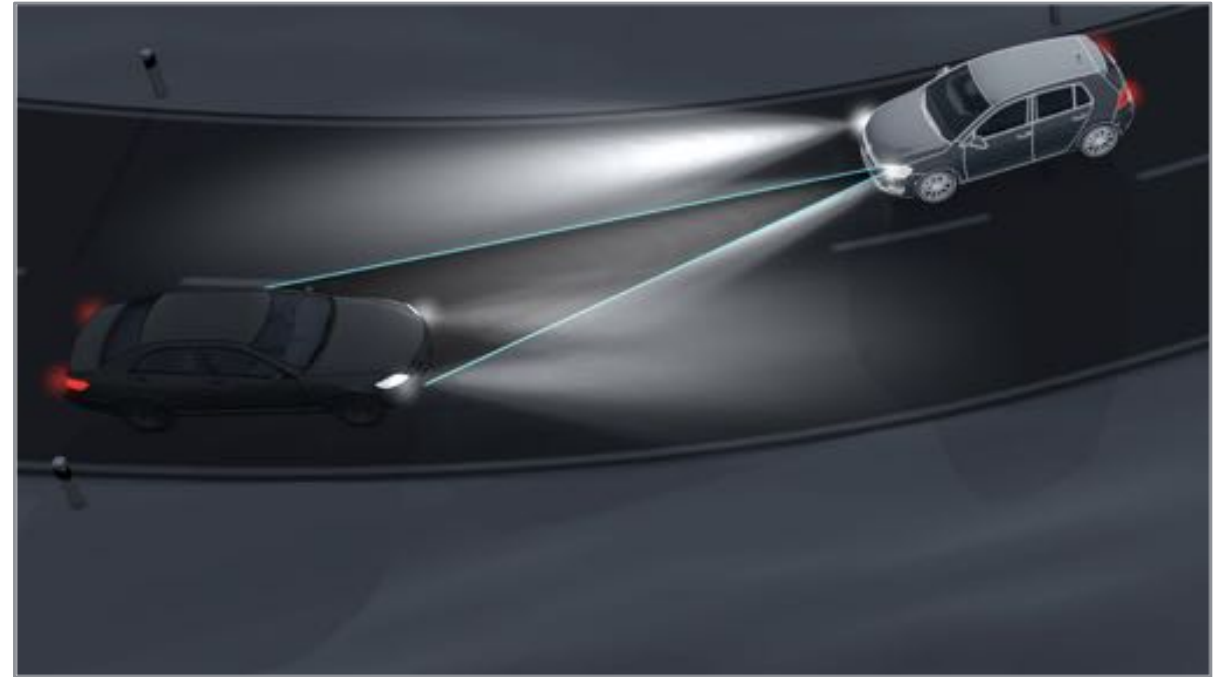


# +100 patents were filed creating the Phaeton





# The Phaeton debuted two new technologies



# Lots of trunk space and leg room!



# A state of the art factory in Germany was built for its production





“

A technological marvel  
of over-engineering  
excellence.”

**CARBUZZ**





“

Sumptuous and silent,  
swift and serene, the  
Phaeton immediately  
establishes its credibility.”

**CAR AND DRIVER**



“

The interior is solidly built using the finest leather and wood Volkswagen could find.”



# I got to drive in one while in the UK



**But it failed**





“I had a chance to drive a Phaeton for a week in Colorado last year.  
Let me say the car is fantastic.

Smooth, quiet, powerful. The interior is beautiful and functional.  
Having said that, **I would never spend \$70K on a VW.**

They are pushing the envelope in the wrong direction with the  
Phaeton and the Tourag TDI. VW is known for economy.

**The Phaeton was a bargain at \$70K** - if it had been labeled a  
Bentley or a Porsche they could have sold them like hotcakes.”

# The best product doesn't always win









Brand is the best way to differentiate.

Content is the best way to build brands.







# This is me in 2018



# Content marketing tools (it's all the free stuff!)

- Tools like calculators, widgets
- How to videos
- Long form articles
- Blog posts
- Graphics like charts, photos, memes
- Educational resources
- Slide decks
- Animations
- APIs
- Comments
- News
- Email Newsletter
- White paper
- Article
- Infographic
- Survey
- eBook
- Case study
- Testimonials
- Microblogging
- Webinar/ webcast
- Video
- News release/ PR
- Podcast
- Awards
- Contests
- Comics/ comic book
- Photos
- Audio book
- Screencast
- Game
- Discussion Forum

# Leveraging Content to Grow your Business



# **Agenda: Leveraging content to grow your business**

- 1. Start by listening**
- 2. Answer questions for the community**
- 3. Invest in rich evergreen content**
- 4. Win the long-tail with a blog**
- 5. Focus on content distribution**



**#1**

**Start by listening**



# Start by listening



**Your keyword + “community”**

# Start by listening

Quora

glassdoor

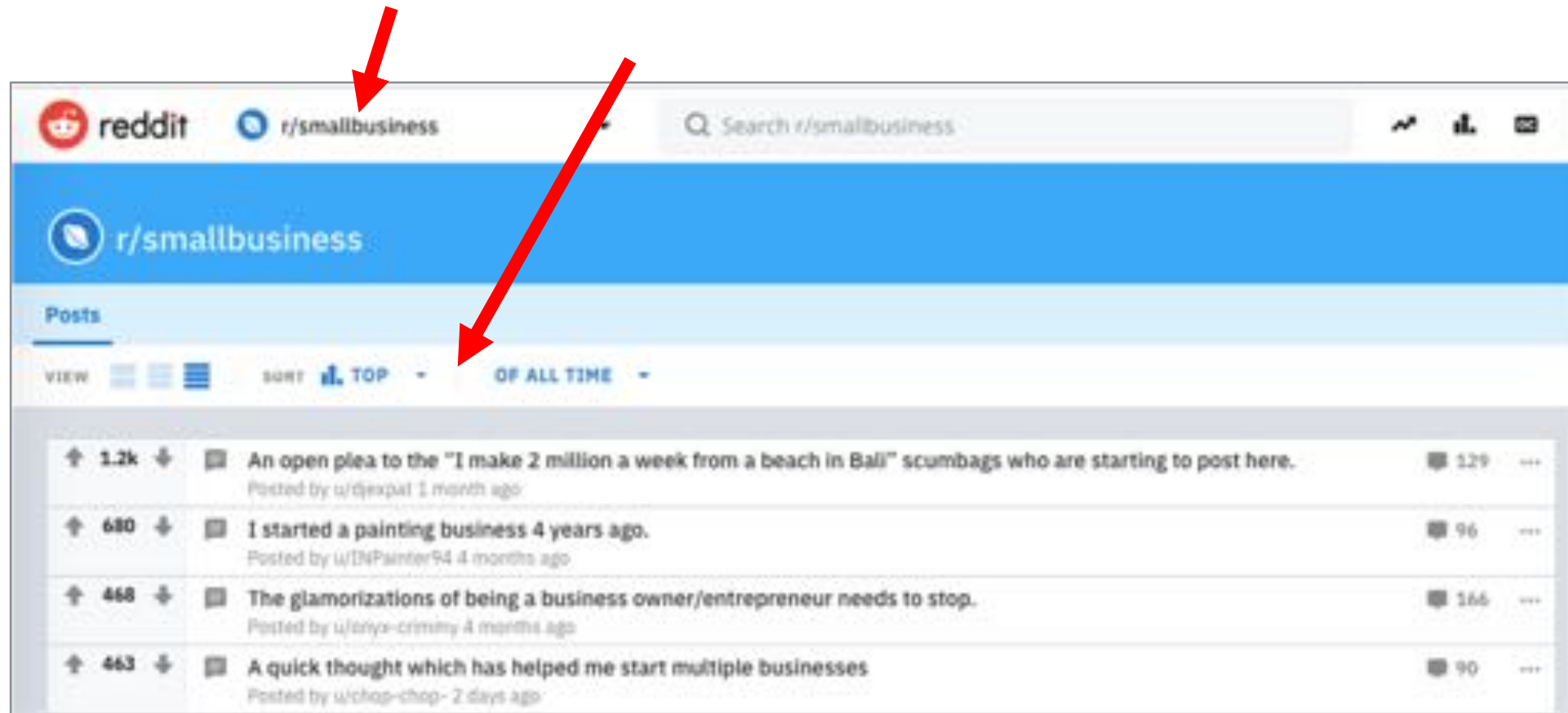
YAHOO!  
ANSWERS



Linked in  
Groups



# Start by listening

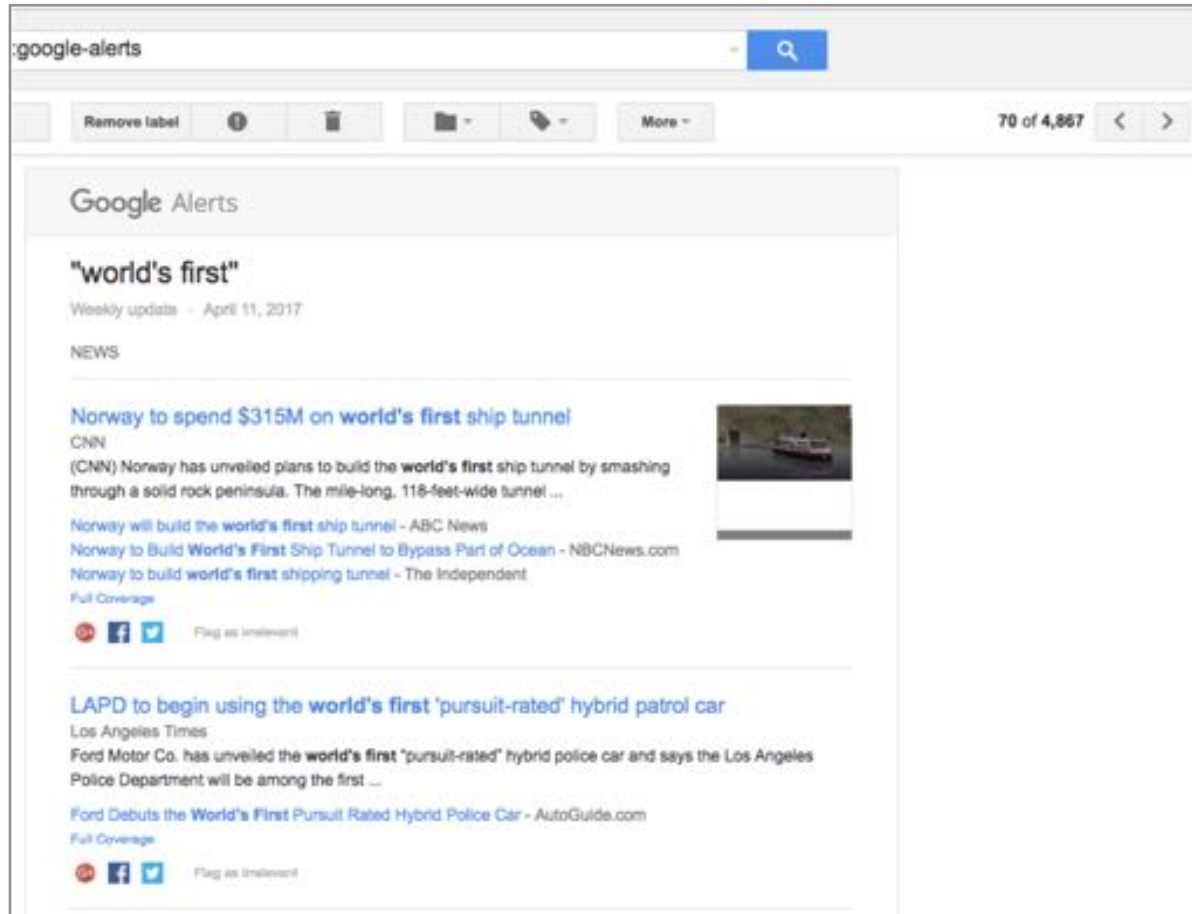




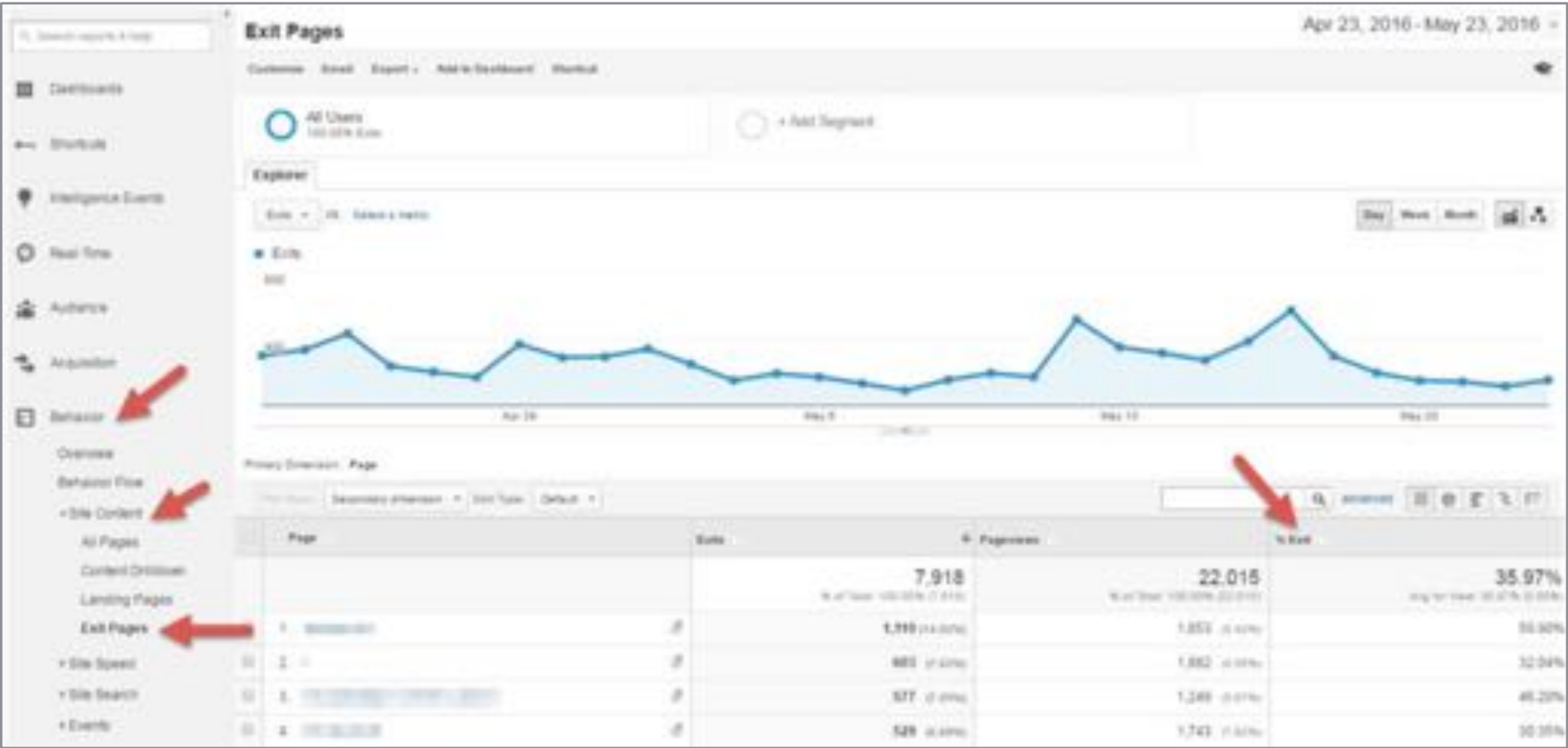
# Start by listening

The screenshot shows the MarketingProfs website interface. At the top, there's a navigation bar with links: MarketingProfs, Real Time, Topics (highlighted), Training, Events, and Join Now. Below the navigation bar, there's a tweet from Tim's Taffy (@TaffyTim) posted 1 hour ago. The tweet says: "It's Taffy Tuesday! Celebrate in style with a Taffatini. #ThisIsHowITaffy". The tweet includes a photo of a martini glass with a yellow taffy candy on the rim. To the left of the tweet are social media sharing buttons (Like, Retweet, Share, etc.). To the right of the tweet is a promotional banner for SEISMIC MarketingProfs with the text "Content Can Close: Does your content enable sales?" and a "LET'S BEGIN" button. Below the tweet, there's a paragraph of text: "That is no way to meaningfully communicate with people: It's smarmy, pointless, and ultimately devoid of any actual messaging. Why? Because we are focused on the tool and not the content. If you're thinking only about how to market with a computer, you're going to sound like one." Below this text is a green box with the text "Download your Free Writing Kit Today!" and a "DOWNLOAD NOW" button. To the right of the tweet and below the SEISMIC banner, there's a section titled "Most Popular" with a list of five articles: 1. How to Get More Organic Traffic to Your Content by Nick Chowdrey, 2. The 25 Most In-Demand Skills on LinkedIn [Infographic] by Ayaz Nargi, 3. A Four-Step Process for Creating Compelling Content for Your ... by Scott Sims, 4. Five Strategies to Map Out Your SEO [Infographic] by Veronica Marie Janski, 5. Marketing Analytics Trends for 2016: Where, How, and Why ... by Joshua Reynolds. A red arrow points from the tweet area towards the "Most Popular" section.

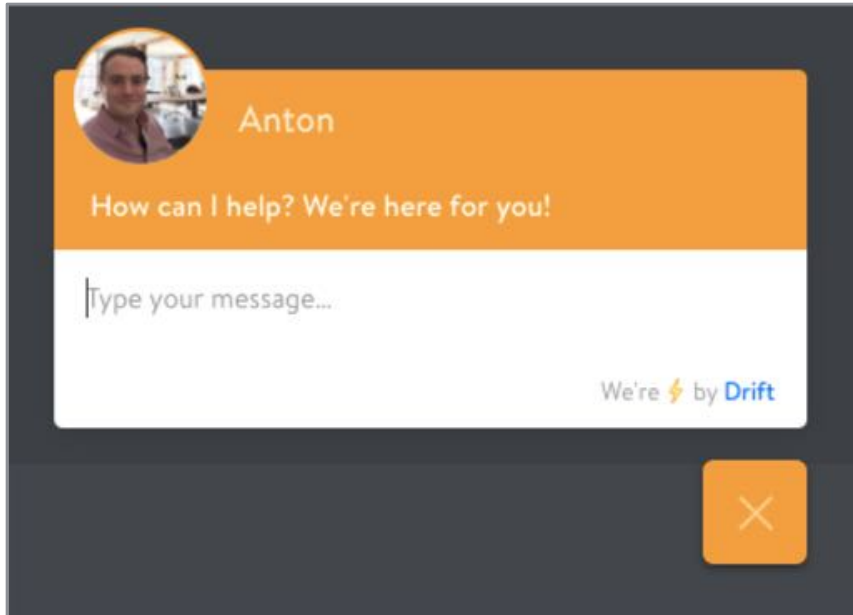
# Start by listening



# Start by listening



# Start by listening





# Start by listening

## Is Brick-And-Mortar Retail Really Dying? - Forbes

<https://www.forbes.com/sites/yec/2018/10/11/is-brick-and-mortar-retail-really-dying/> ▼

Oct 11, 2018 - Despite the claims that brick and mortar is dead, savvy retailers are embracing digital change.

## The Retail Apocalypse Is Not Happening: Why Retailers That ... - Forbes

<https://www.forbes.com/.../forbestechcouncil/.../the-retail-apocalypse-is-not-happenin...> ▼

Sep 28, 2018 - The truth is, brick-and-mortar retail is not dead. According to Market Track, U.S. shoppers still prefer to make most of their purchases in-store.

## Brick-And-Mortar Retail Isn't Dead: Just Look At Who's ... - Forbes

<https://www.forbes.com/.../brick-and-mortar-retail-is-far-from-dead-just-look-at-whos...> ▼

Jul 8, 2018 - Still, if you thought this paints a gloomy picture of brick-and-mortar retail, you'd be mistaken. As much as consumers mourn the death of Toys ...

## Retail is Dead. Here's What To Do Now. - Forbes

<https://www.forbes.com/sites/annabelacton/.../retail-is-dead-heres-what-to-do-now/> ▼

May 16, 2017 - With retail dying, it's time to reimagine its role in societyPexels.com. The glory days of retails are over. Just type in the phrase 'sad mall' or 'dead ...

## Physical Retail Isn't Dead. Boring Retail Is. - Forbes

<https://www.forbes.com/.../physical-retail-is-not-dead-boring-retail-is-understanding-r...> ▼

Mar 19, 2018 - It may make for intriguing headlines, but physical retail is clearly not dead. Far from it, in fact. But, to be sure, boring, undifferentiated, irrelevant ...

## The Facts And Myths Of The Retail Apocalypse That Isn't ... - Forbes

<https://www.forbes.com/.../the-facts-and-myths-of-the-retail-apocalypse-that-isnt-appr...> ▼

Aug 15, 2018 - Physical retail isn't dead. Successful retailers are continuously creating unparalleled, immersive customer-centric experiences in store, ...

## RH Proves Retail Is Far From Dead With New \$50 Million ... - Forbes

<https://www.forbes.com/sites/.../rh-takes-manhattan-and-proves-retail-is-far-from-dead...> ▼

Sep 7, 2018 - Redefining the world of home furnishings retailing, RH has opened its latest Gallery in New York's Meatpacking District: and expects to pack ...

# Start by listening



Image Credit: <https://blog.5crowd.com>

# Start by listening

“Write a business plan”. “**Nah, it's a waste of time.**”

“Raise lots of money.” “**Bootstrap.**”

“Learn how to code.” “**Don't bother.**”

“It's all about strategy.” “**It's all about execution.**” “It's all about culture.”

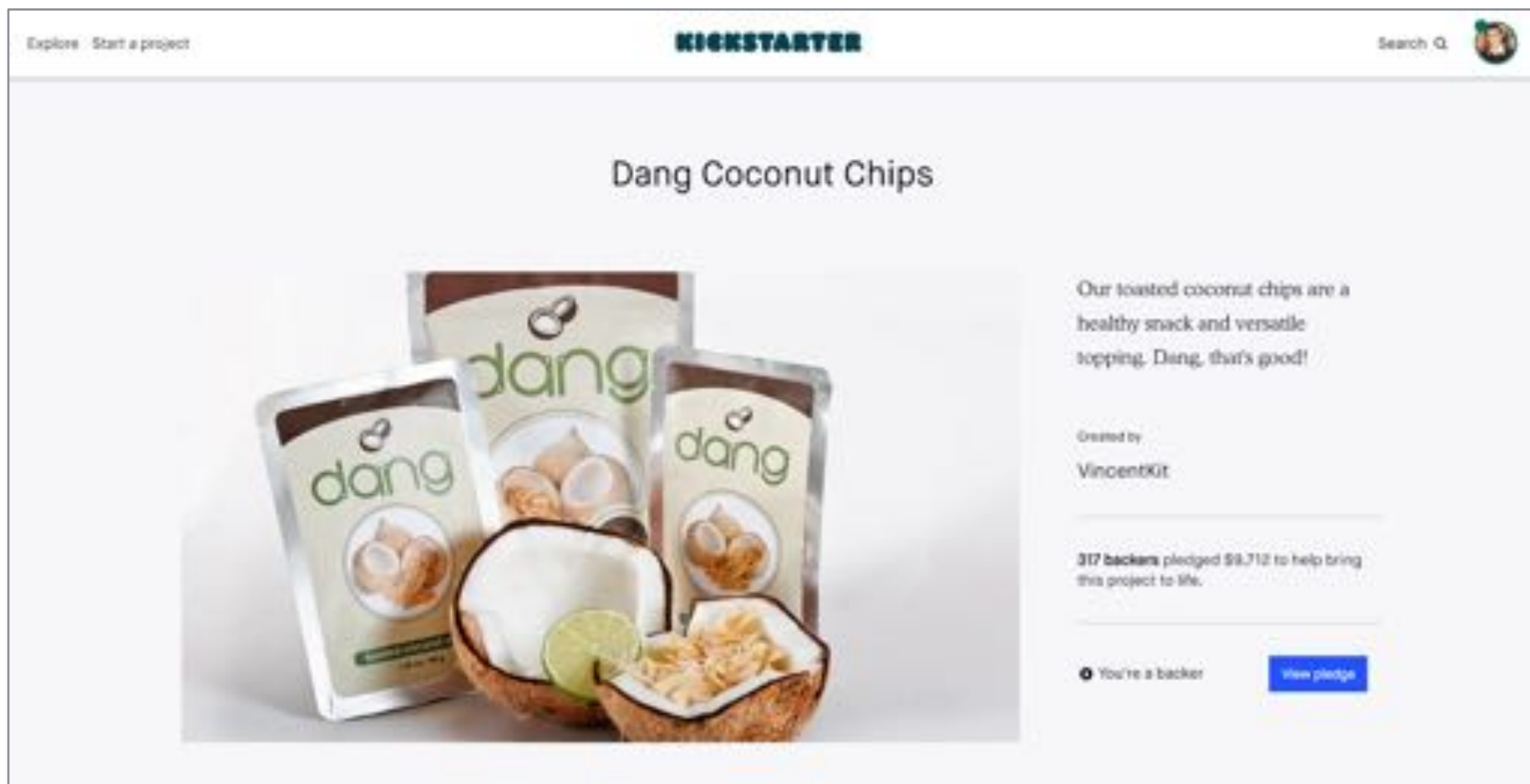
“Never hire your friends.” “**Actually, definitely hire your friends.**”

# Start by listening





# Start by listening



# Start by listening

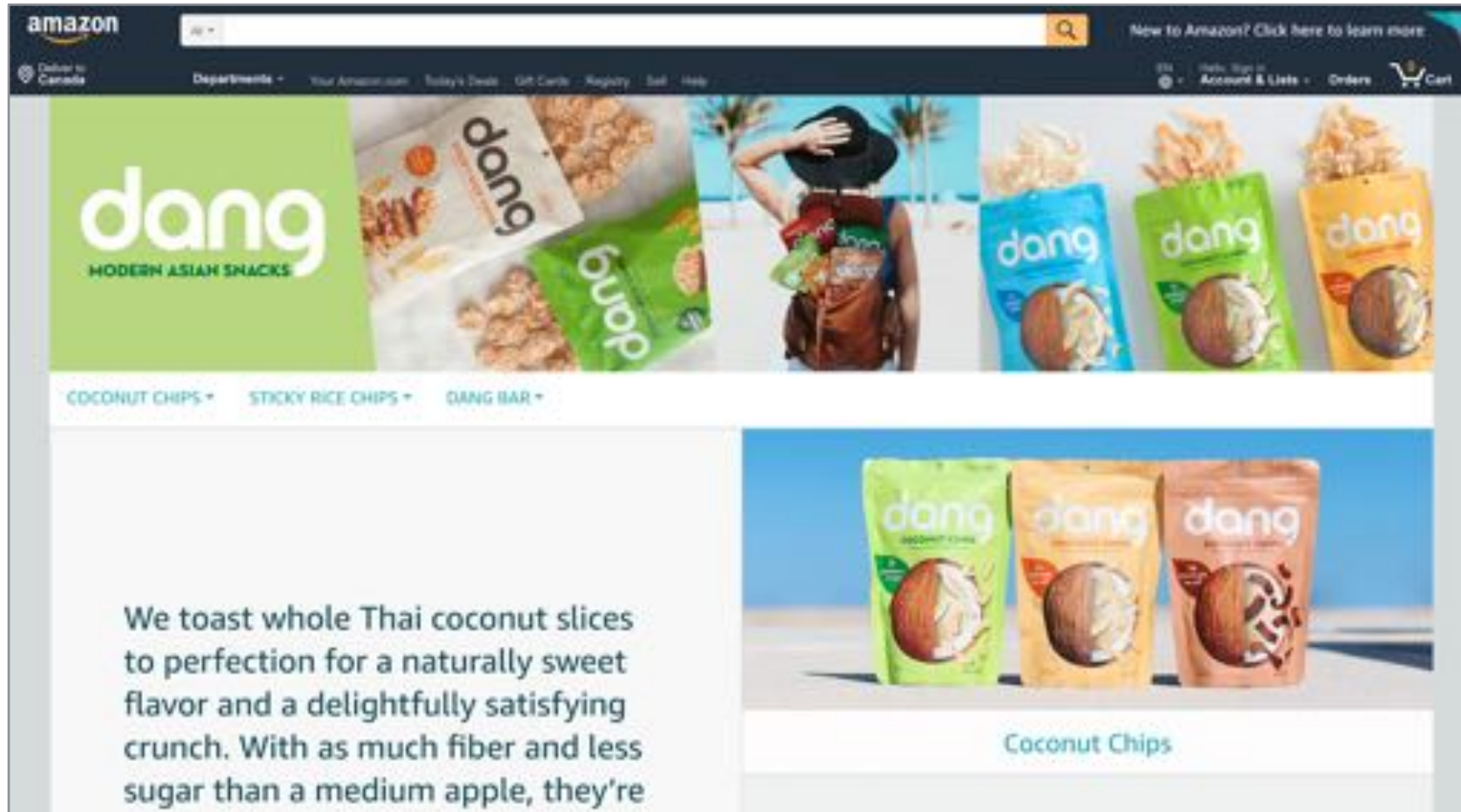


# Start by listening





# Start by listening





# Start by listening

Sort by

Filter by

Top rated

All reviewers

All stars

5 star only

4 star only

3 star only

2 star only

1 star only

All positive

All critical

All formats

Text, image, video

Showing 1-10 of 115 reviews (Critical)

See all 1,115 reviews

Larkana K

TOP 500 REVIEWER

★★★★☆ They're "OK"... and expensive

October 25, 2014

Flavor: Lightly salted, unsweetened

Size: 3.17 Ounce (1 Count)

It's "OK". They're not bad but not as good as I was lead to believe. The package is only about 5 ounces.

8 people found this helpful

Helpful

1 comment

Report abuse

K. Polay

★★★★☆ Good, not as good as Trader Joe's

August 1, 2015

Flavor: Coconut Sea Salt

Size: 3.17 Ounce (1 Count)

Verified Purchase

I love coconut. These are really tasty, but after having the Trader Joe's roasted coconut chips, the Dang chips just aren't quite as good. The Dang chips are a bit thicker and crunchier, and don't have the salty/sweet vibe that the TJ's ones have. Plus, the TJ's ones are cheaper. If I didn't have a TJ's nearby, I'd probably be ordering these a lot. Also, I generally stock up elsewhere...

3 people found this helpful

Helpful

Comments

Report abuse

Stephan

★★★★☆ Good but sweet

July 20, 2015

Flavor: Original

Size: 1.43 Ounce (11 Count)

Verified Purchase

These are okay. If you love roasted coconut, then you'll probably love these. The bags are small and have a lot of air in them. I thought these will be a great, healthy snack. Unfortunately for me, they're just too sweet for my taste. They're good chips but I can only eat a few at a time before the sweetness gets to be too much for me. And a snack that I could only eat a little bit at once isn't what I was looking for.

One person found this helpful

Helpful

2 comments

Report abuse

Free Toasted Coconut Chips, Original, 3.17 Oz Bag, 3.17 Ounce (1 Count)

See all 22 answered questions

Customers also viewed these items

Bare Natural Coconut Chips, Toasted, Gluten Free + Baked, Multi-Serve Bag - 3.3 Oz Bag

By Bare

\$25.94

★★★★☆ 111

Dang Toasted Coconut Chips, Lightly Salted 3.17 Oz. (Pack of 2)

By Dang

\$8.29

★★★★☆ 18

Dang Gluten Free Non-GMO Toasted Coconut Chips 2 Flavor Variety Bundle, 1 Each...

By DANG

\$9.49

★★★★☆ 6

Dang Sticky Rice Chips, Coconut Crunch, 3.5oz Family Size Bag, 3.5 Ounce (11 Count)

By DANG

\$11.52

★★★★☆ 128

Dang Toasted Coconut Chips, 3.17 Ounce (Pack of 2)

By DANG

★★★★☆ 107

Need customer service? Click here

45

@BramWarshafsky

#QBConnect

Intuit quickbooks.

CONNECT

# Start by listening



# Start by listening

## Same Movie; Different Marketing Strategies



Also, "Are We Officially Dating?" came out the day before Valentines Day (although this poster doesn't have a release date), "That Awkward Moment" came out in late January (this poster does have a release date).

Source: <https://imgur.com>

**#2**

# **Answer Questions for the Community**





# Answer questions for the community

**INGREDIENTS:** WATER (75%), **SUGARS (12%)** (GLUCOSE (48%), FRUCTOSE (40%), SUCROSE (2%), MALTOSE (<1%)), STARCH (5%), **FIBRE E460 (3%), AMINO ACIDS** (GLUTAMIC ACID (19%), ASPARTIC ACID (16%), HISTIDINE (11%), LEUCINE (7%), LYSINE (5%), PHENYLALANINE (4%), ARGININE (4%), VALINE (4%), ALANINE (4%), SERINE (4%), GLYCINE (3%), THREONINE (3%), ISOLEUCINE (3%), PROLINE (3%), TRYPTOPHAN (1%), CYSTINE (1%), TYROSINE (1%), METHIONINE (1%)), **FATTY ACIDS (1%)** (PALMITIC ACID (30%), OMEGA-6 FATTY ACID: LINOLEIC ACID (14%), OMEGA-3 FATTY ACID: LINOLENIC ACID (8%), OLEIC ACID (7%), PALMITOLEIC ACID (3%), STEARIC ACID (2%), LAURIC ACID (1%), MYRISTIC ACID (1%), CAPRIC ACID (<1%)), ASH (<1%), PHYTOSTEROLS, E515, OXALIC ACID, E300, E306 (TOCOPHEROL), PHYLLOQUINONE, THIAMIN, **COLOURS** (YELLOW-ORANGE E101 (RIBOFLAVIN), YELLOW-BROWN E160a), **FLAVOURS** (3-METHYLBUT-1-YL ETHANOATE, 2-METHYLBUTYL ETHANOATE, 2-METHYLPROPAN-1-OL, 3-METHYLBUTYL-1-OL, 2-HYDROXY-3-METHYLETHYL BUTANOATE, 3-METHYLBUTANAL, ETHYL HEXANOATE, ETHYL BUTANOATE,, PENTYL ACETATE), 1510, NATURAL RIPENING AGENT (ETHENE GAS).



# Answer questions for the community

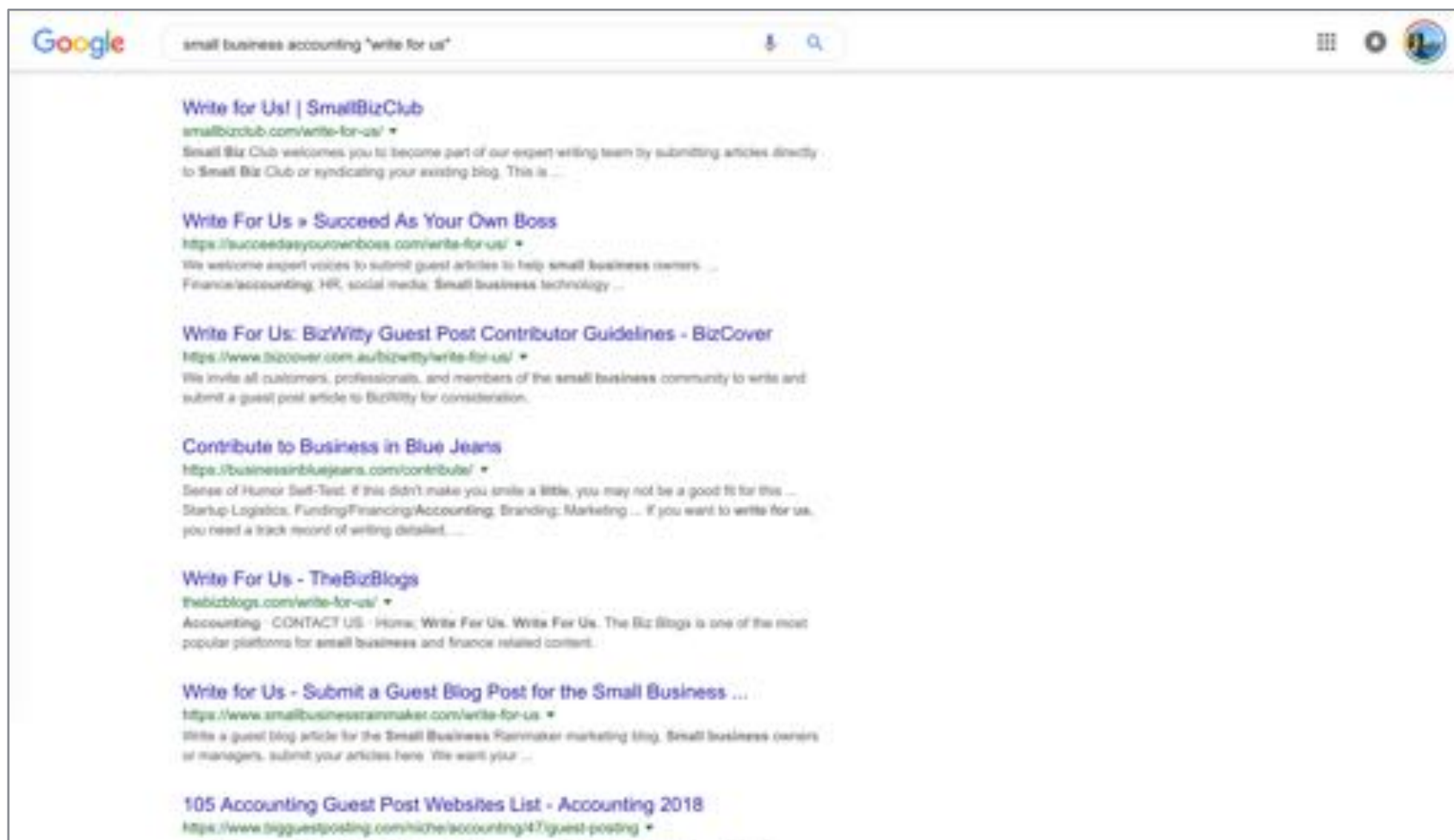


# Answer questions for the community

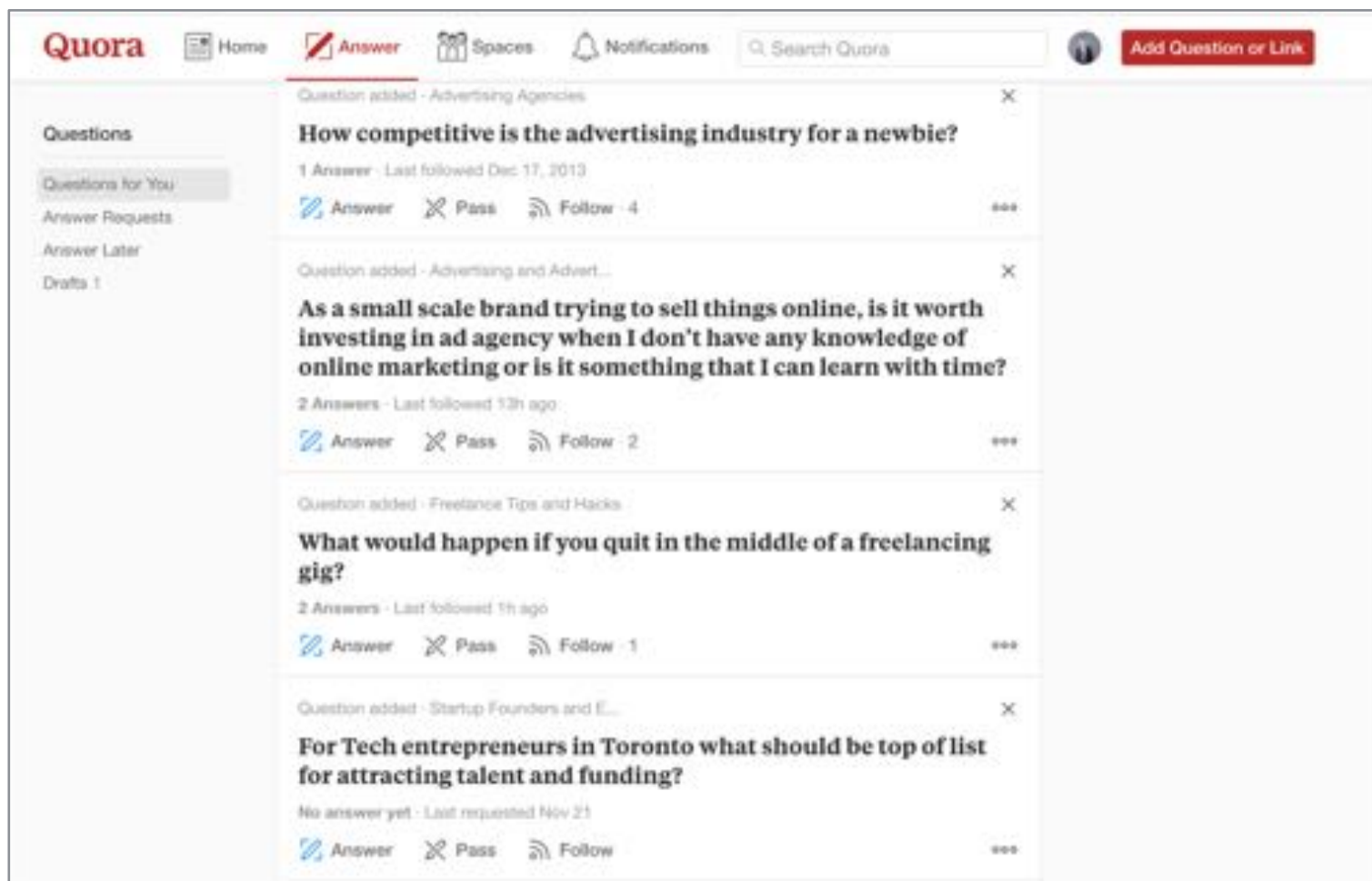


**Your keyword + “write for us”**

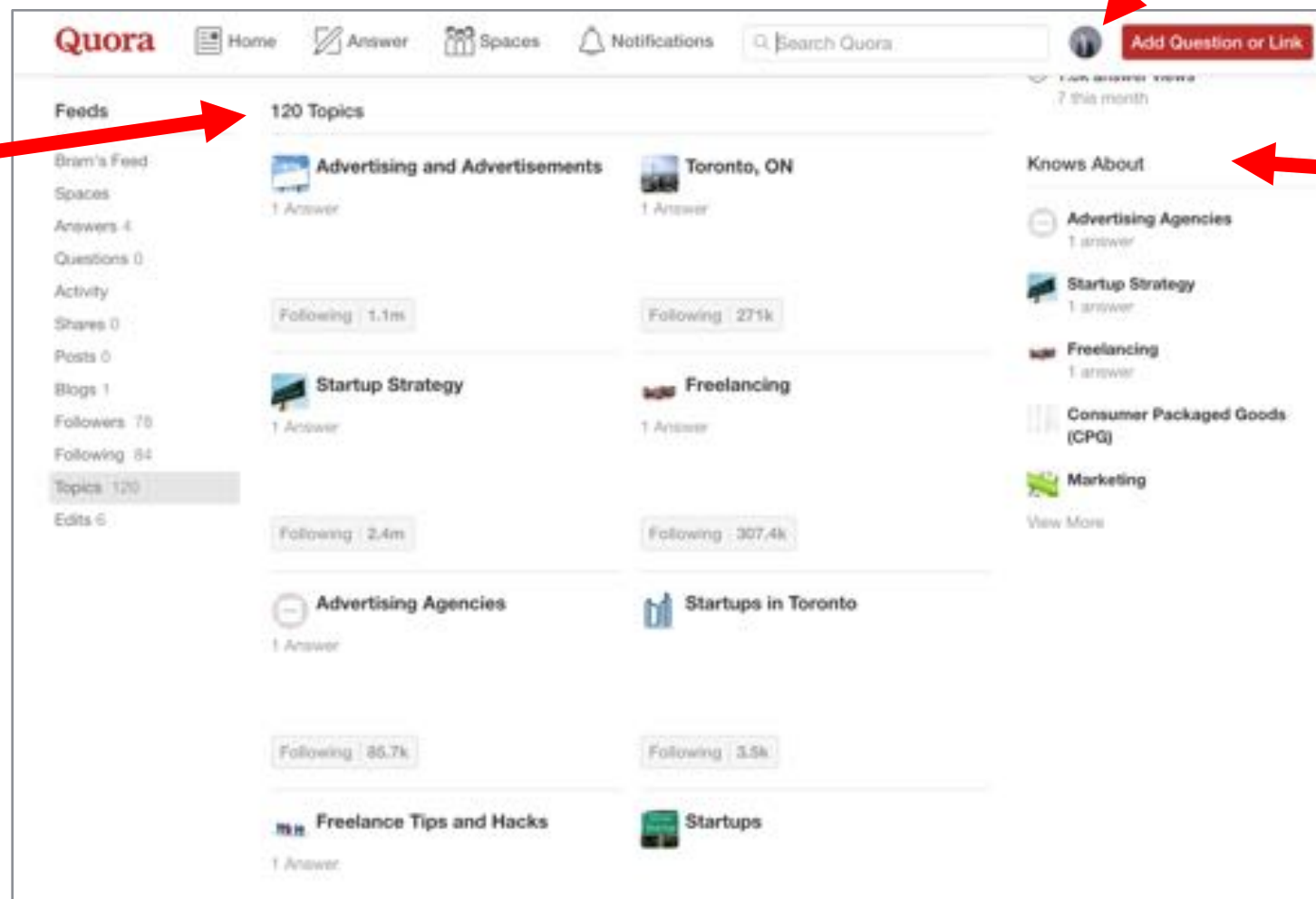
# Answer questions for the community



# Answer questions for the community

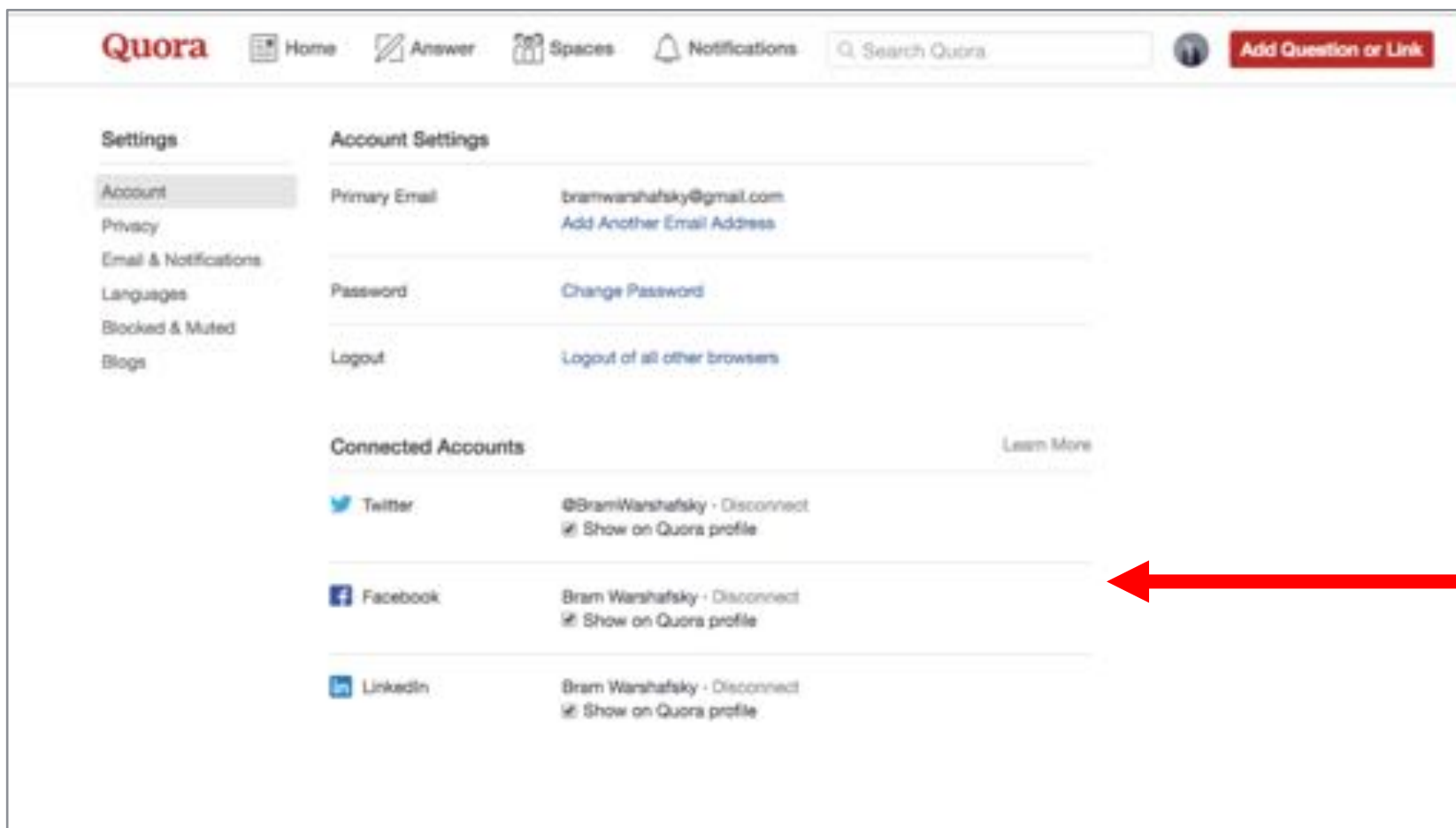


# Answer questions for the community





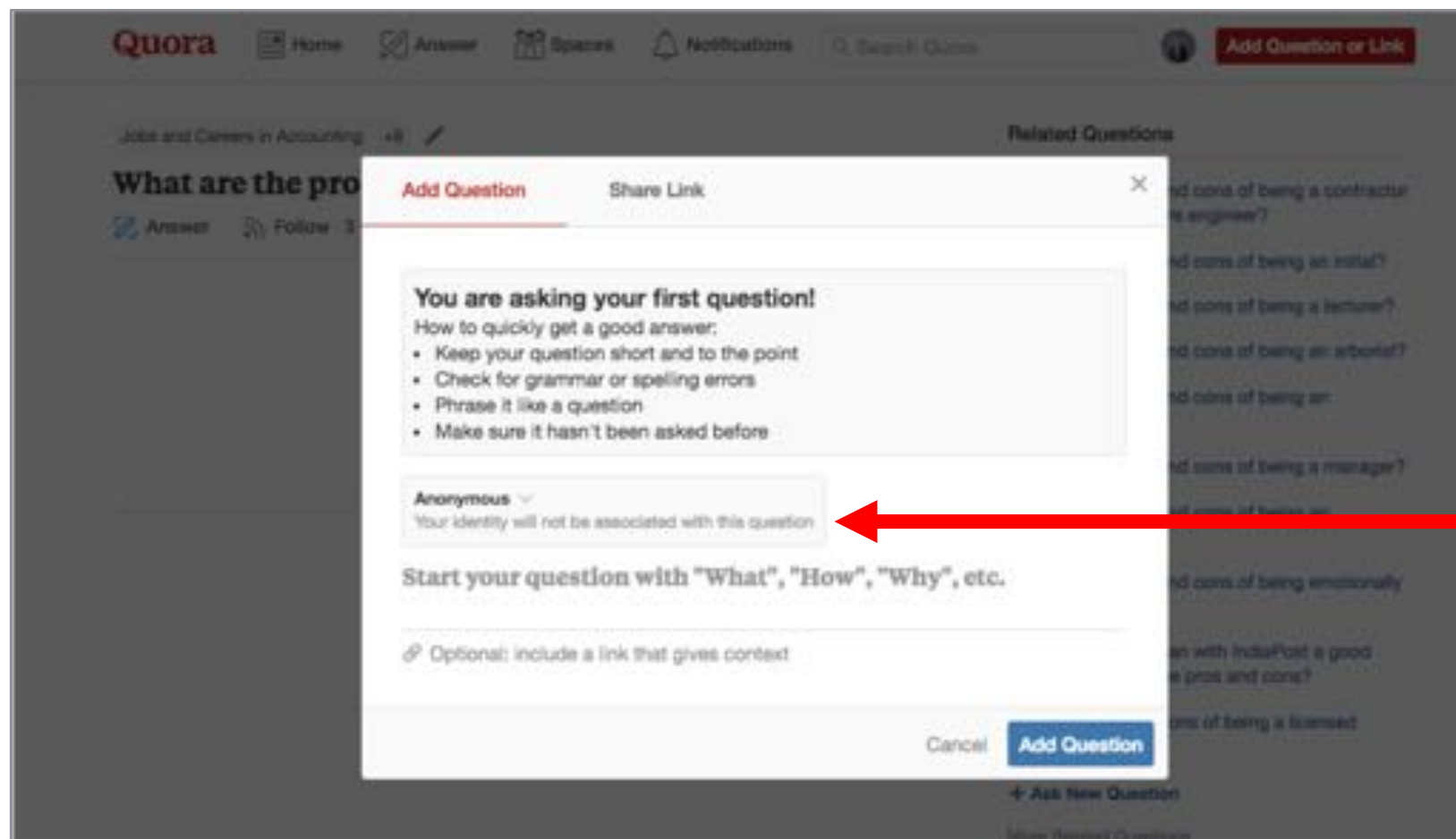
# Answer questions for the community



# Answer questions for the community

The screenshot shows the Quora interface for a question titled "What are the pros and cons of being an accountant?". The page is part of the "Jobs and Careers in Accounting" space, which has 8 members. The question has 3 followers and 0 answers. A red arrow points to the "1 Answer Collapsed (Why?)" link. The right sidebar contains a list of related questions, including "What are the pros and cons of being a contractor over being a software engineer?", "What are the pros and cons of being an initial?", "What are the pros and cons of being a lecturer?", "What are the pros and cons of being an arborist?", "What are the pros and cons of being an imagineer?", "What are the pros and cons of being a manager?", "What are the pros and cons of being an illustrator?", "What are the pros and cons of being emotionally intelligent?", "Is opening account an with IndiaPost a good choice? What are the pros and cons?", and "What are the pros/cons of being a licensed engineer?". Below the related questions is a section for "Question Stats" showing 3 public followers, 890 views, and the question was last asked 14h ago.

# Answer questions for the community



# Answer questions for the community

Quora

Home

Answer

Spaces

Notifications

Search Quora

Add Question or Link

Stats

All Time

Answers

All Answers

Are traditional ad agencies a dying model?

Are fluid networks the next agency model?

Which startups are still hiring summer interns in Toronto?

Hiring a freelancer: How can I hire great freelance talent over mediocre ones?

1.84k

VIEWS

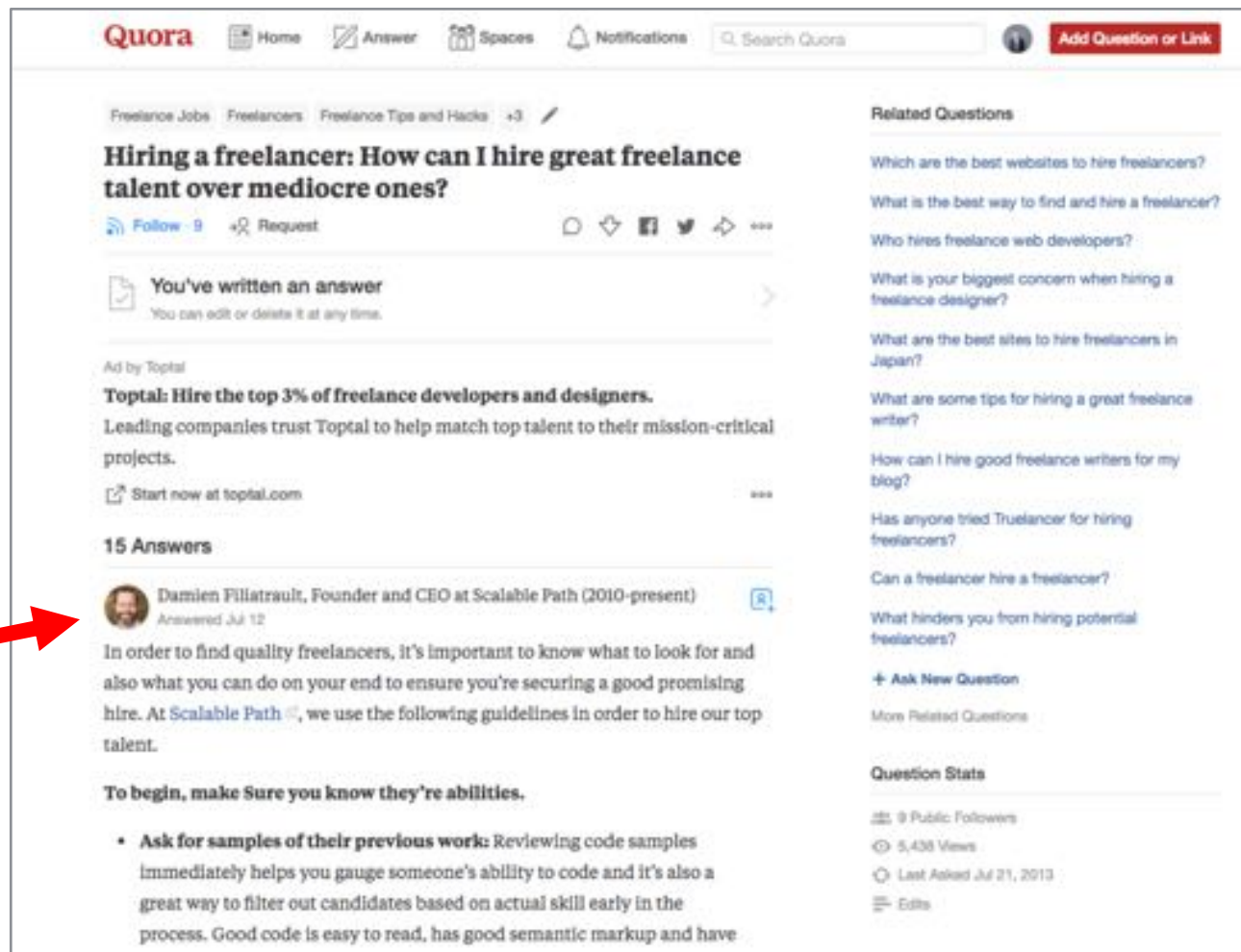
8

UPVOTES

3

SHARES

# Answer questions for the community



The screenshot shows a Quora page with the question "Hiring a freelancer: How can I hire great freelance talent over mediocre ones?". The page has a navigation bar at the top with links for Home, Answer, Spaces, Notifications, and a search bar. Below the question, there are options to Follow (9) and Request. A notification says "You've written an answer" with a link to edit or delete it. An advertisement for Topal is displayed, stating "Topal: Hire the top 3% of freelance developers and designers." Below the ad, it says "15 Answers". The first answer is by Damien Fillatrault, Founder and CEO at Scalable Path (2010-present), dated Jul 12. A red arrow points to this answer. The answer text begins with "In order to find quality freelancers, it's important to know what to look for and also what you can do on your end to ensure you're securing a good promising hire. At Scalable Path, we use the following guidelines in order to hire our top talent." and "To begin, make sure you know they're abilities." followed by a bullet point: "• Ask for samples of their previous work: Reviewing code samples immediately helps you gauge someone's ability to code and it's also a great way to filter out candidates based on actual skill early in the process. Good code is easy to read, has good semantic markup and have". On the right side, there is a "Related Questions" section with several questions about hiring freelancers, and a "Question Stats" section showing 9 Public Followers, 5,438 Views, and Last Asked Jul 21, 2013.



**#3**

**Invest in Rich Evergreen Content**



# Invest in rich evergreen content



**VS**



# Invest in rich evergreen content



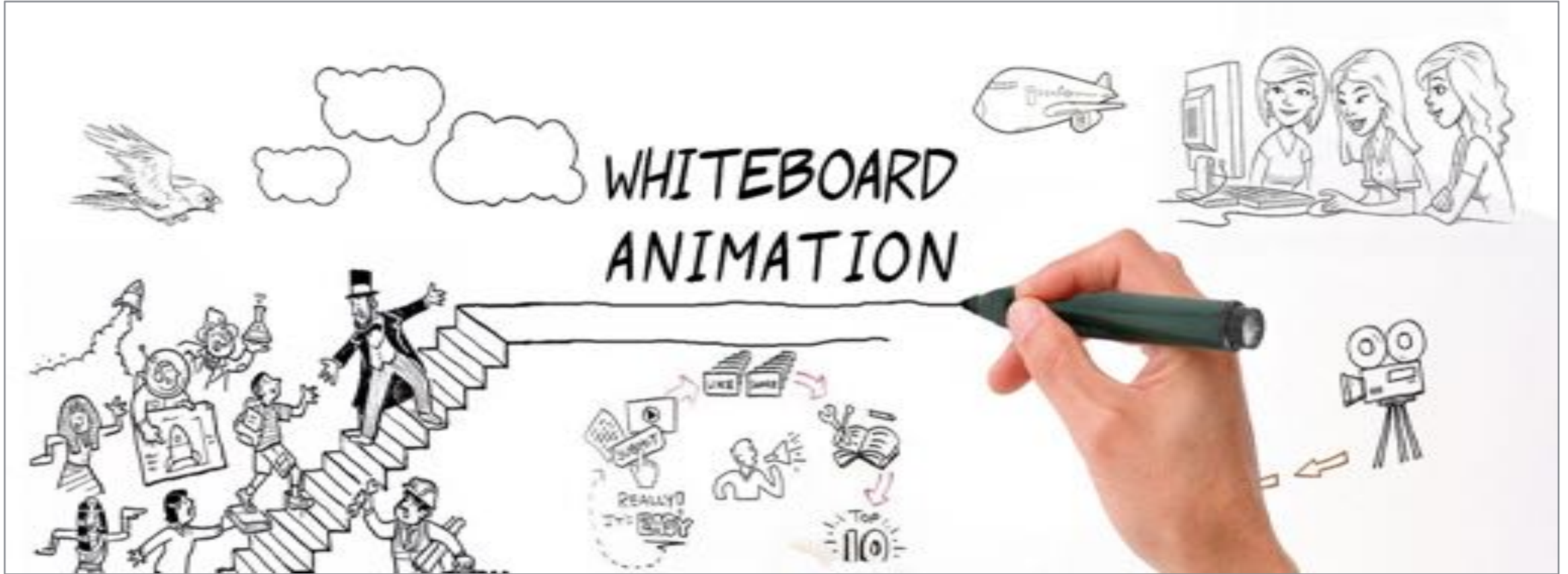
# Invest in rich evergreen content



Source: <https://blog.5crowd.com>



# Invest in rich evergreen content



Source: Whiteboard Animation Company



# Invest in rich evergreen content




# Invest in rich evergreen content

**JAKE JORGOVAN**

BLOG PODCAST THE DAILY RESOURCES ABOUT WORK WITH ME


### 059: Reinventing the agency model with Bram Warshafsky of 5Crowd



**059: Reinventing the agency model with Bram Warshafsky of 5Crowd**

Working Without Pants: Reinventing the agency model with Bram Warshafsky of 5Crowd

205



Search

## Build a Better Agency Podcast

All Episodes Archives

Now displaying: Page 1

### Episode 68: How to Work with Freelancers, with Bram Warshafsky.

Jan 23, 2017

Recently named one of the Top 30 Under 30 by Marketing magazine, Bram Warshafsky is a Founder and Partner at 5Crowd: a Toronto start-up that provides on-demand marketing production to a growing list of clients like Labatt, J&J, Hershey, Twitter, Telus, and more. We operate a curated network of freelance professionals in over 150 cities through our own digital platform to help enterprise marketing teams bring their strategy to life, faster and for less.

**FreelanceBLEND™**

ABOUT PODCAST EVENTS

CHAMPIONING THE FILIPINO FREELANCER WITH MARV DE LEON

### FBP 074: HOW TO FREELANCE FOR BIG BRANDS WITH BRAM WARSHAFSKY OF SCROWD

by Marv de Leon on Oct 29, 2015







Marv de Leon  
How to Freelance for Big Brands with Bram W

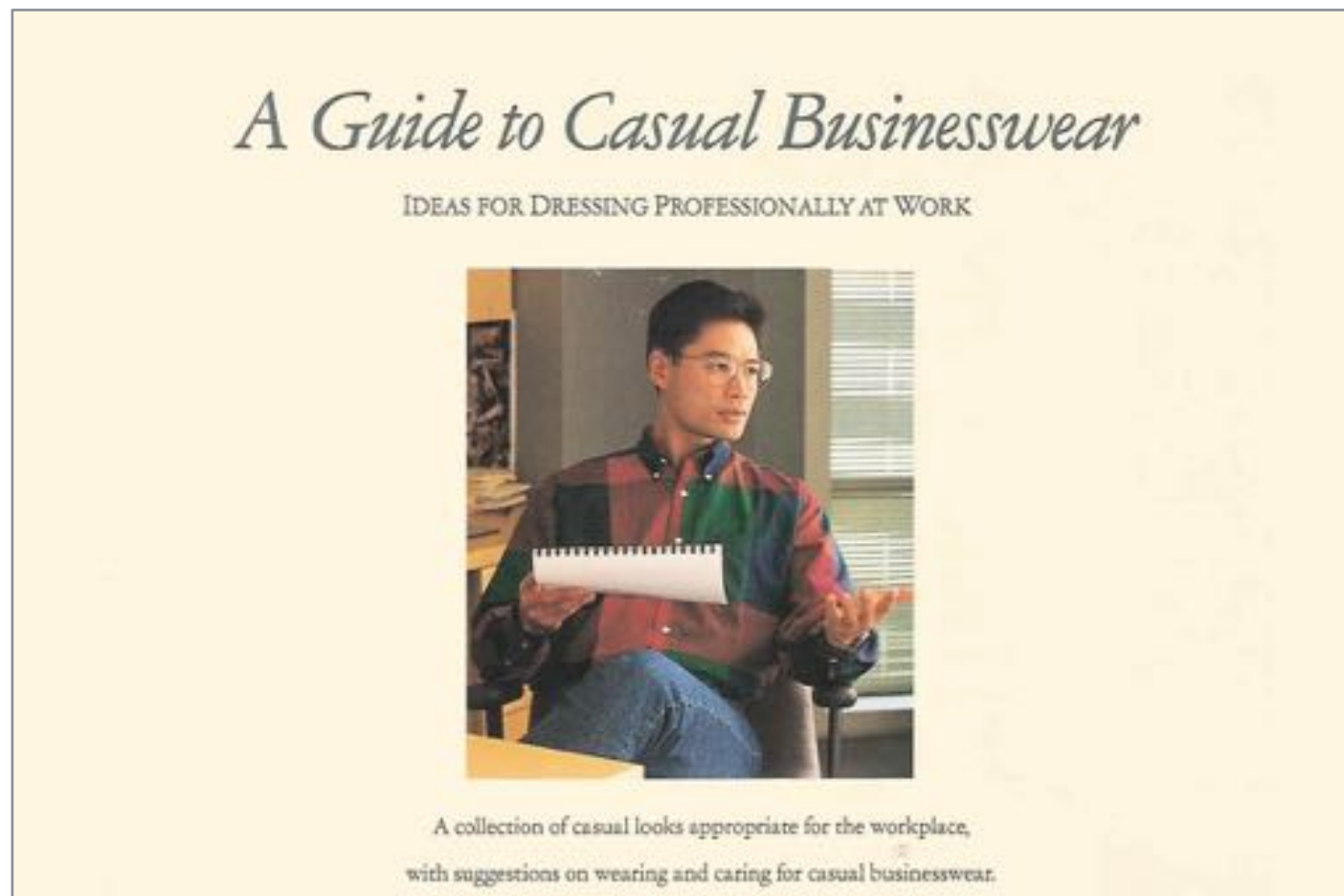
# Invest in rich evergreen content



# Invest in rich evergreen content



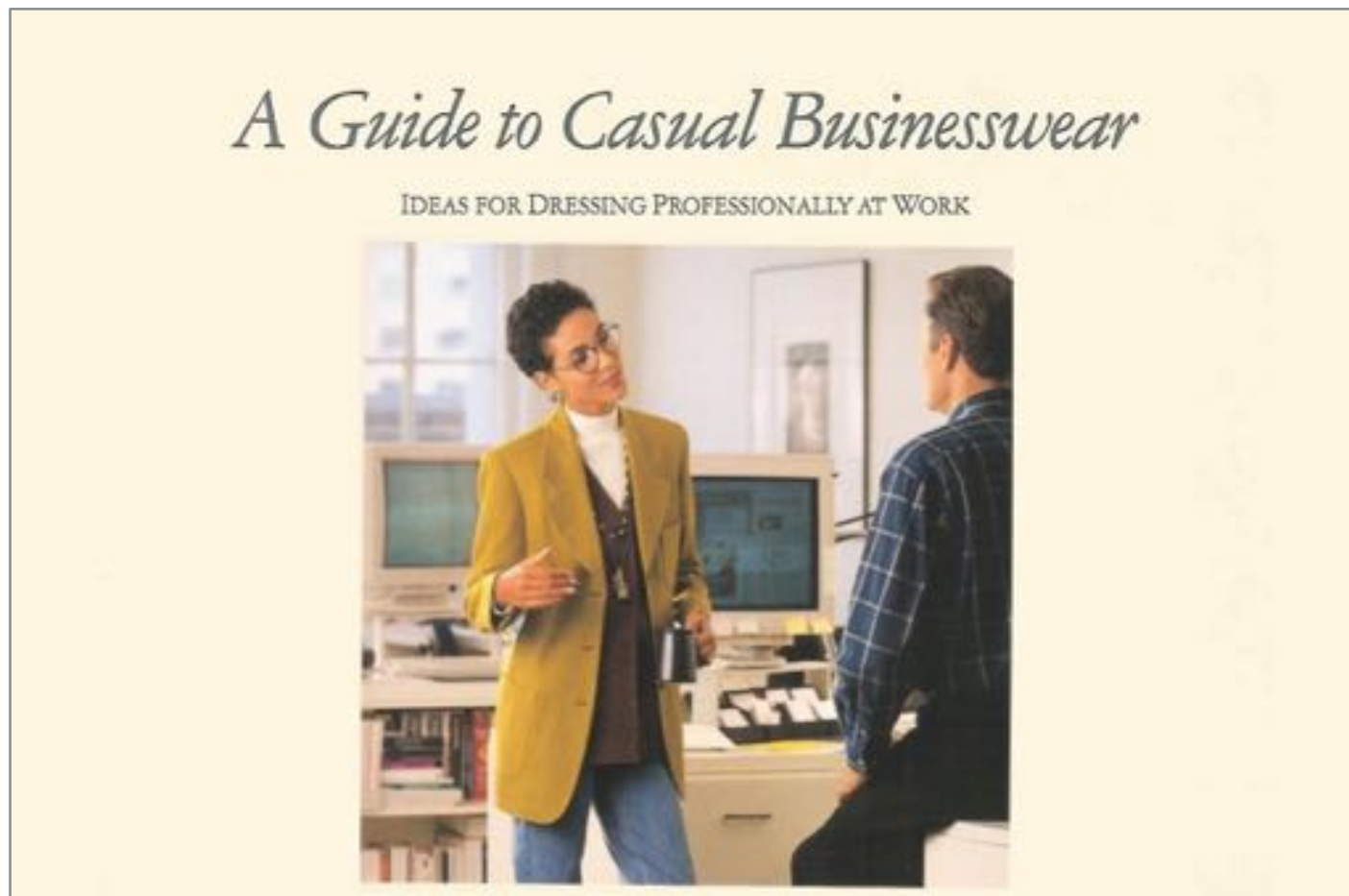
# Invest in rich evergreen content



Source: Levi Strauss & Co. via Marketplace.org

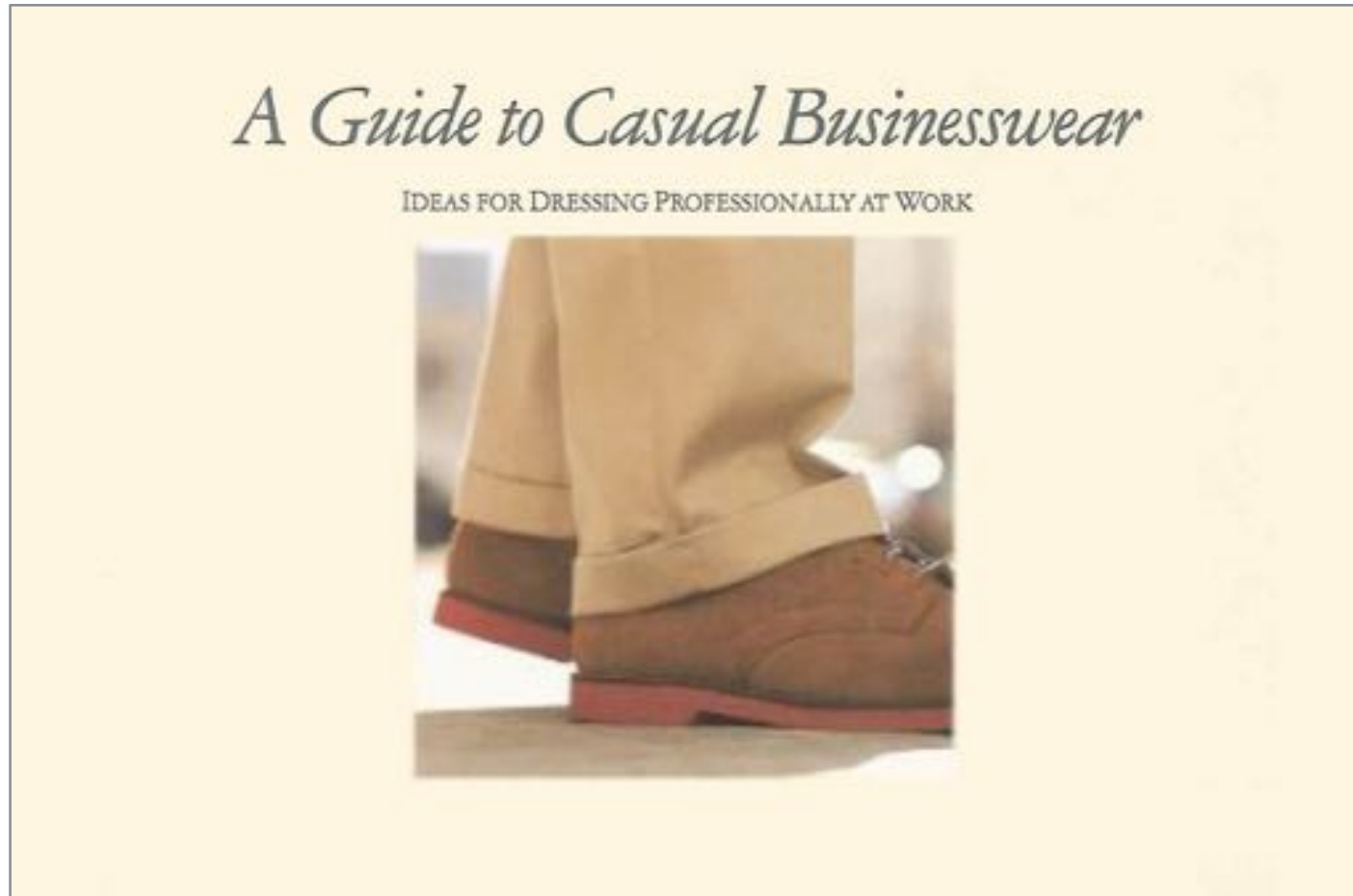


# Invest in rich evergreen content



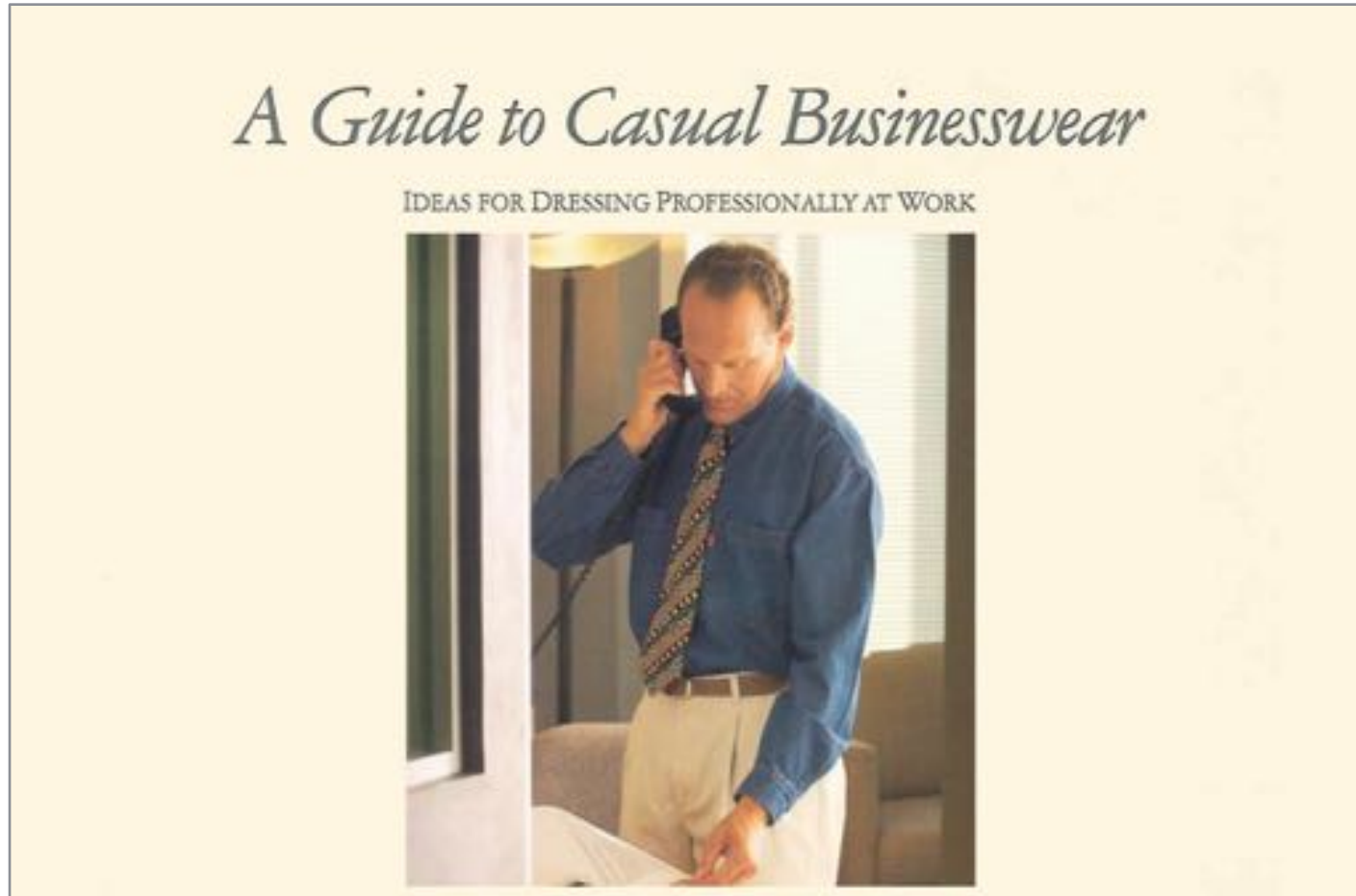
Source: Levi Strauss & Co. via Marketplace.org

# Invest in rich evergreen content



Source: Levi Strauss & Co. via Marketplace.org

# Invest in rich evergreen content



Source: Levi Strauss & Co. via Marketplace.org

# Invest in rich evergreen content

If you're a client, let's get a coffee and chat!

Let us show you how you can save money while building new capabilities.

First Name\*      Last Name\*      Email\*

Size      Type

Milk?      Sugar?

What's up?

Submit



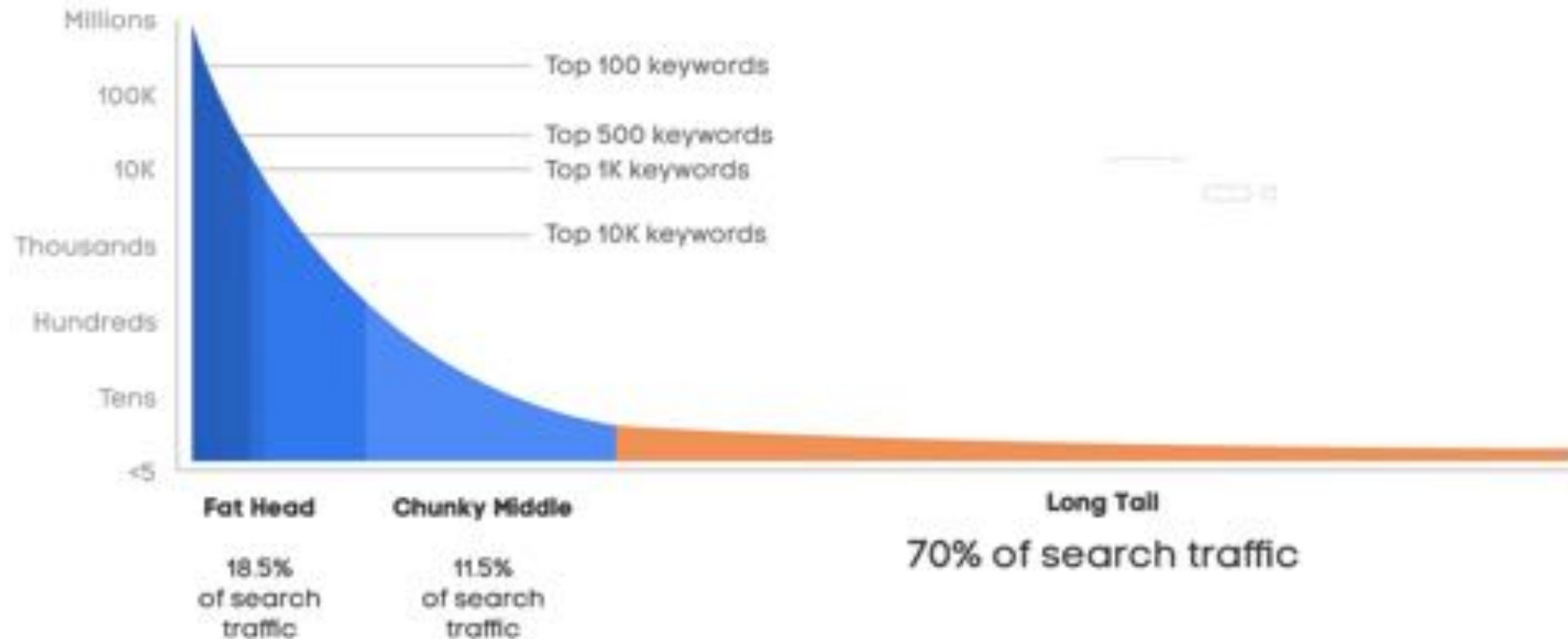
**#4**

**Win the long-tail with a blog**



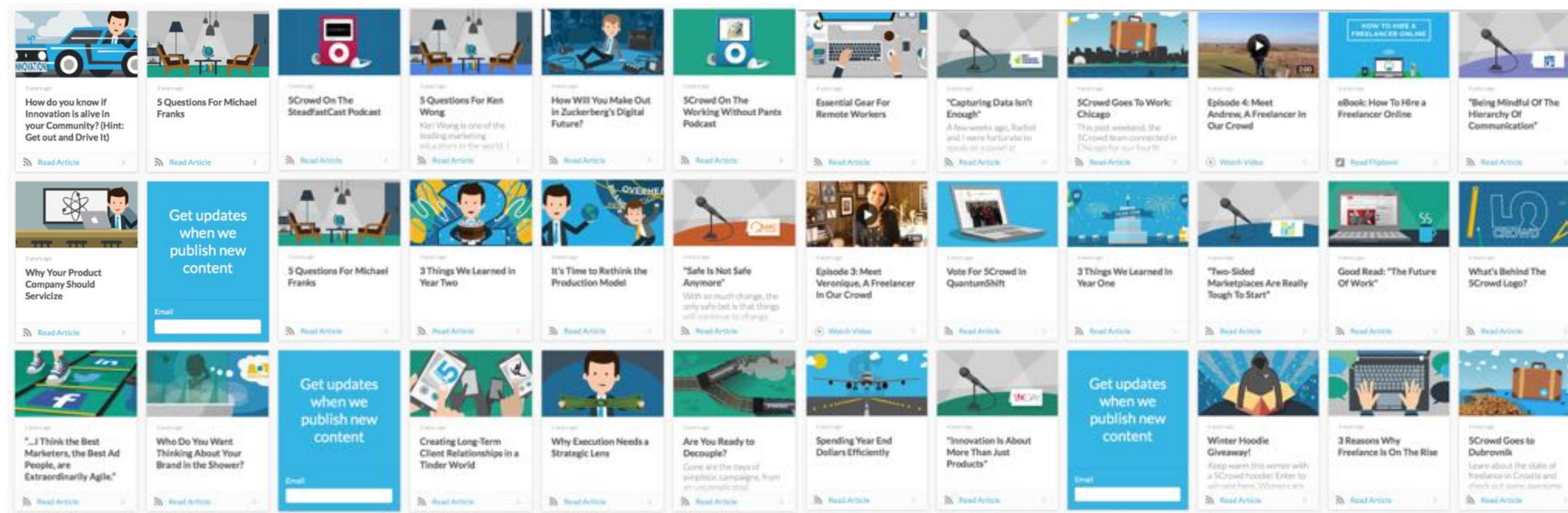


# Win the long-tail with a blog



Source: <https://blog.hittail.com>

# Win the long-tail with a blog



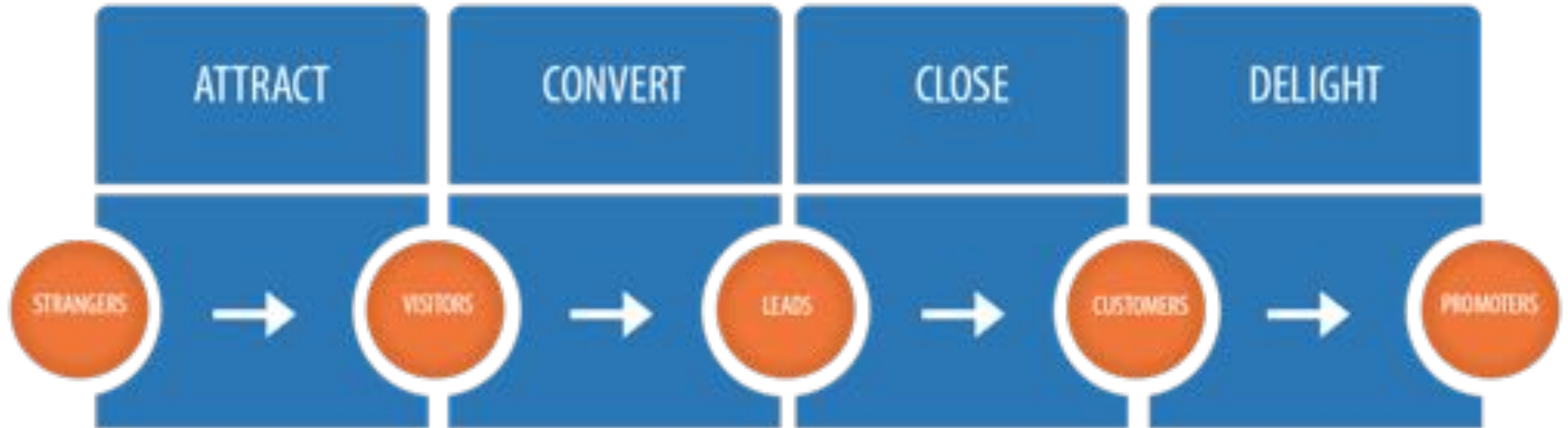
Source: <https://blog.5crowd.com>

# Win the long-tail with a blog

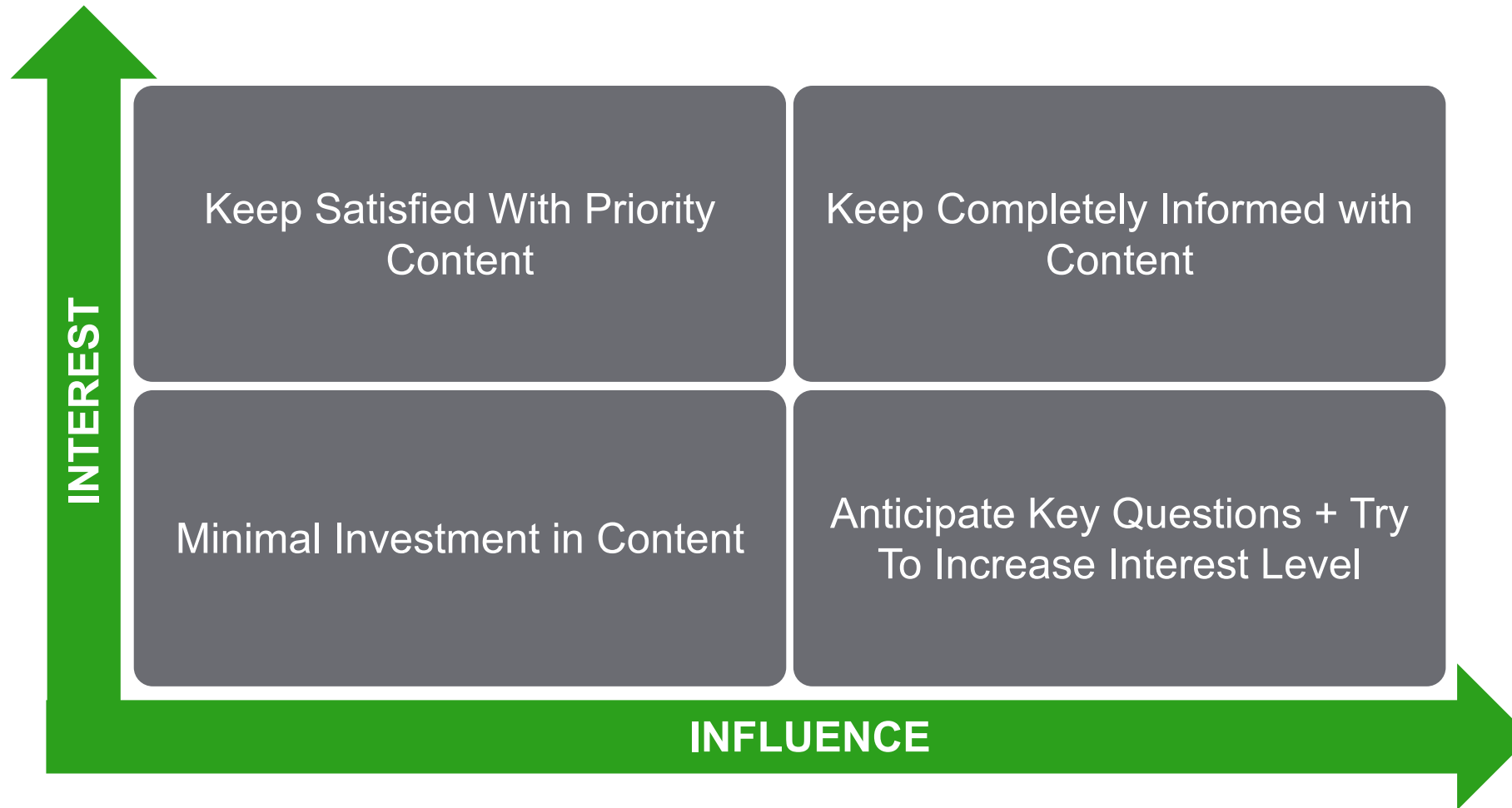


Source: <https://www.underconsideration.com/brandnew>

# Win the long-tail with a blog



# Win the long-tail with a blog



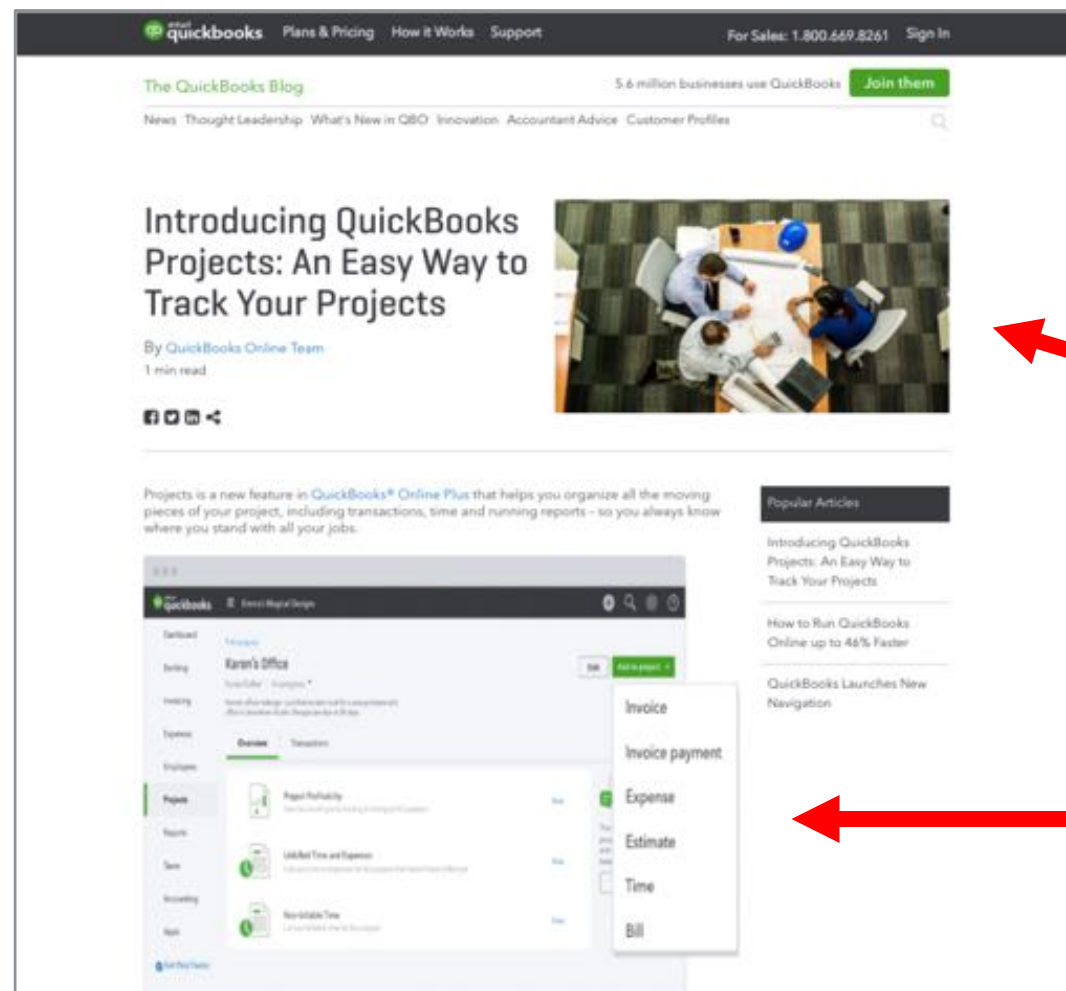


# Win the long-tail with a blog



Source: <https://nogluten.io/is-powerade-gluten-free/>

# Win the long-tail with a blog



**Win the long-tail with a blog**

**Bulleted lists are your friends**

**Watch your vocabulary**

**Define all acronyms**

**Keep sentences short**

# Win the long-tail with a blog



**#5**

**Focus on content distribution**





# Focus on content distribution



## 5Crowd - On-Demand Marketing Production

<https://www.5crowd.com/> ▼

We're an agency with no creative or production folks on staff. Instead, we have a curated network of freelance professionals, which we call our Crowd.

### About

Learn more about how 5Crowd works.  
Wistia video thumbnail. A ...

### We're Hiring

We're Hiring! We hire people who are  
excited about the problems ...

### Our Team

Our team is full of quirky people who  
think outside the box. We're ...

[More results from 5crowd.com »](#)

### Our Work

5Crowd supports some of the world's  
largest brands with ...

### Contact

We love to share more about what  
we're working on so if you've got ...

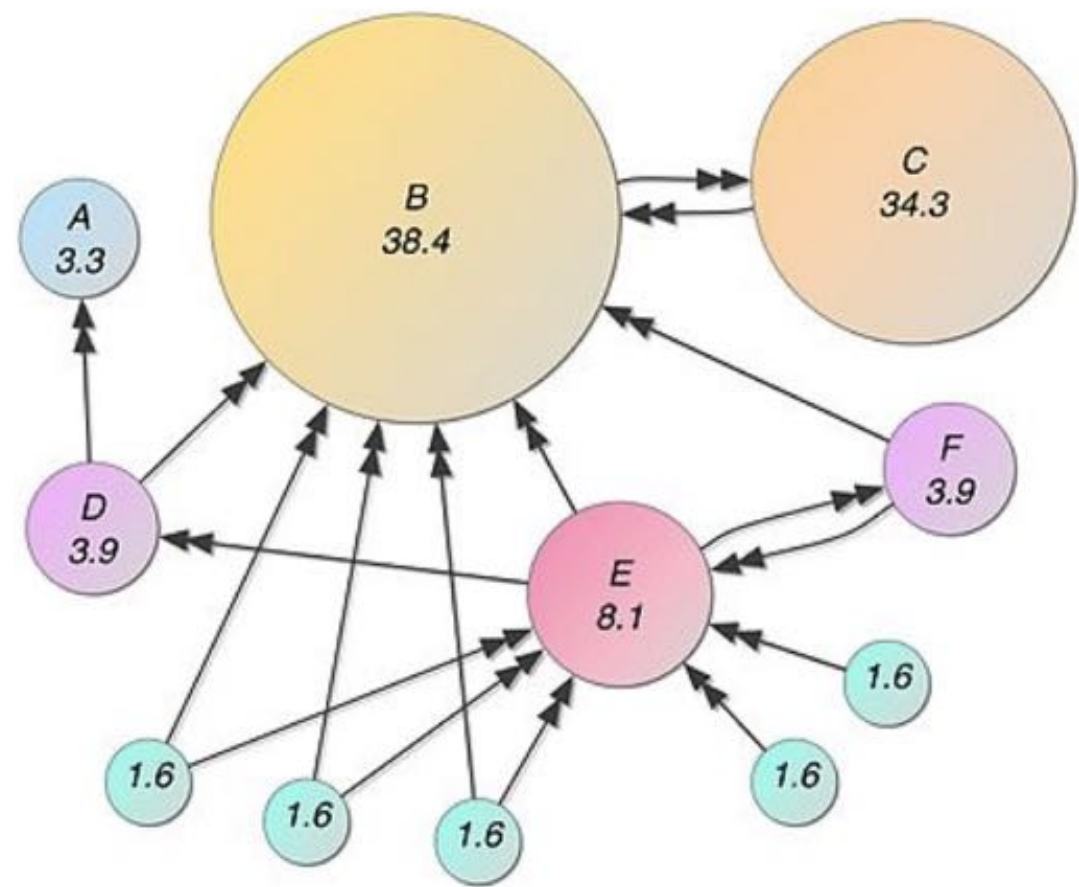
### Freelance With Us

We're looking for passionate and  
talented freelance professionals ...

# Focus on content distribution



# Focus on content distribution



# Focus on content distribution

StartUp  
TORONTO

HERE


WHY TORONTO

STARTUP SUPPORT

EVENTS & TRAINING

NEWS

SEARCH



Written by Deena Douara

Not everyone can do the 9-to-5 office workday, commuting, tethered, and subordinate. A small class of people have found a way to make a living outside of that - freelancers. They choose when, where and how they work, but of course, it's not utopian. There are often gaps between jobs, there is no pension or insurance, and one hustles for assignments.

It's such a hard life that the only people we see doing it are those that are so passionate about their craft and love what they're doing so much that they can't envision not doing that thing," explains Bram Warshafsky, co-founder of SCrowd, an on-demand marketing agency.

The 5 Most Valuable Tools Next 36 Gave Me  
[Startup HERE Toronto](#) | Nov 26, 2018

Digital Finance Institute Announces FinTech & AI Awards Winners  
[Startup HERE Toronto](#) | Nov 27, 2018

Startup Canada Podcast Ep.159: Being a Small Business-Friendly Government with Minister Mary Ng  
[Startup HERE Toronto](#) | Nov 27, 2018

Report: SaaS Investment in Canada Hits \$1.62 Billion  
[Startup HERE Toronto](#) | Nov 27, 2018

POST CATEGORIES:

COMMUNITY

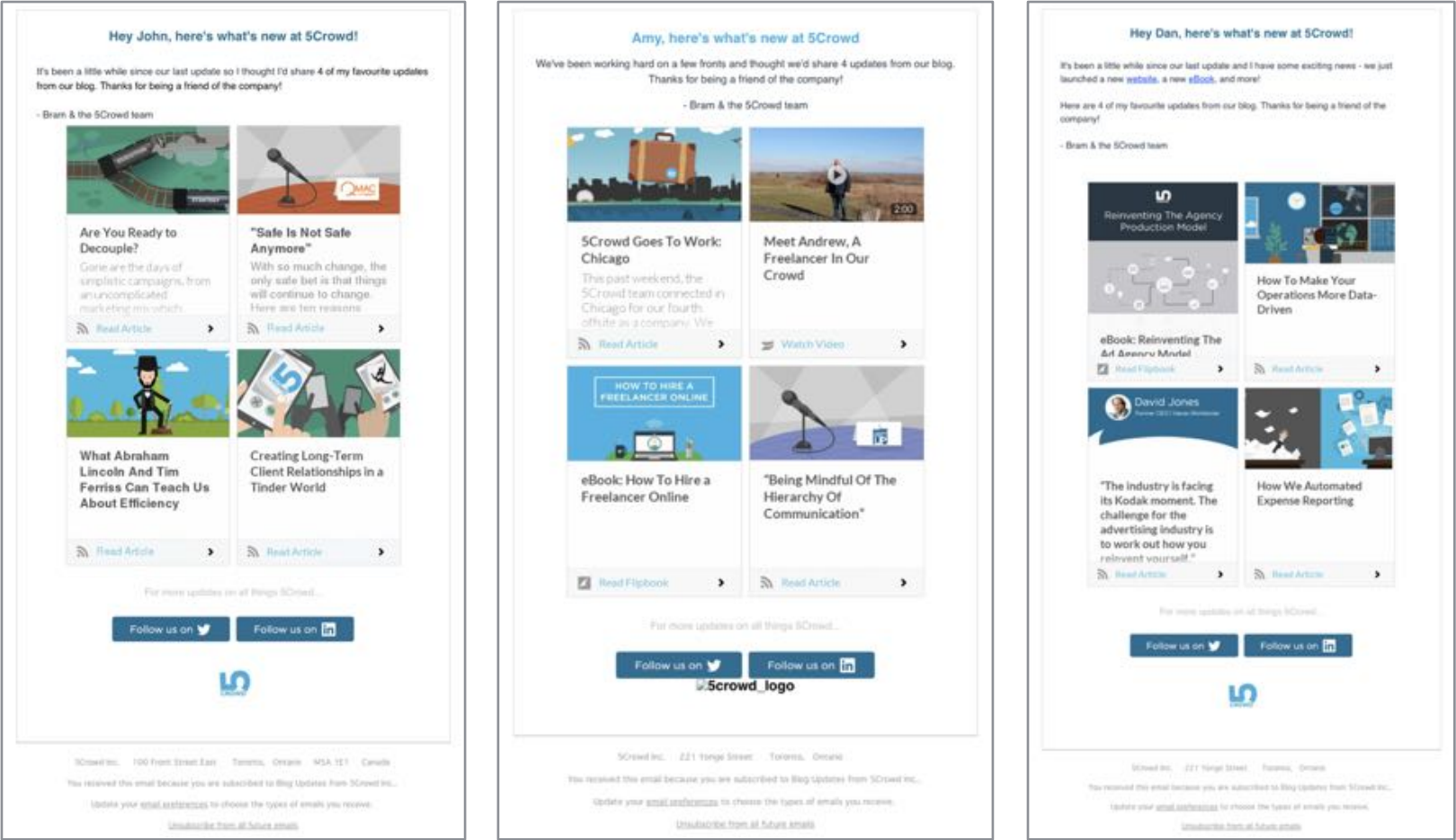
CREATIVE INDUSTRIES

PROFILES

STARTUP NEWS

TORONTO

# Focus on content distribution



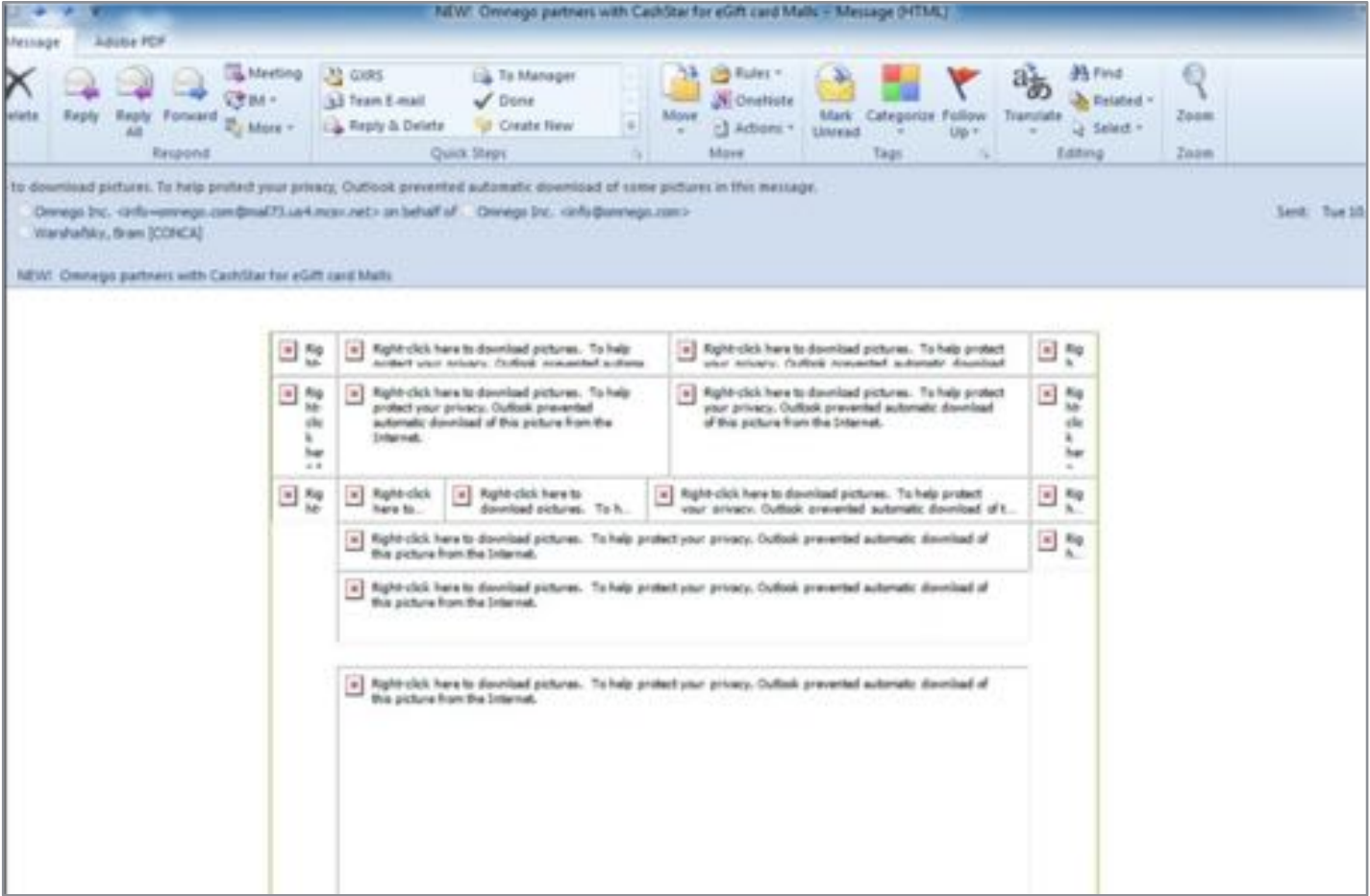
Source: <https://blog.5crowd.com>



# Focus on content distribution



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## 1) HTML Email



## 2) Plain Text Email

Hi there,

Thanks so much for completing our onboarding process. I wanted to pass along a copy of the signed independent contractor agreement for your records. Let me know if you have any questions and looking forward to working with you.

All the best,

Brian

—  
Brian Warshafsky  
Partner | SCrowd  
www.scrowd.com

## 3) Plain Text FW of HTML Email

Hi there,

Thanks so much for completing our onboarding process. I wanted to pass along a copy of the signed independent contractor agreement for your records. Let me know if you have any questions and looking forward to working with you.

All the best,

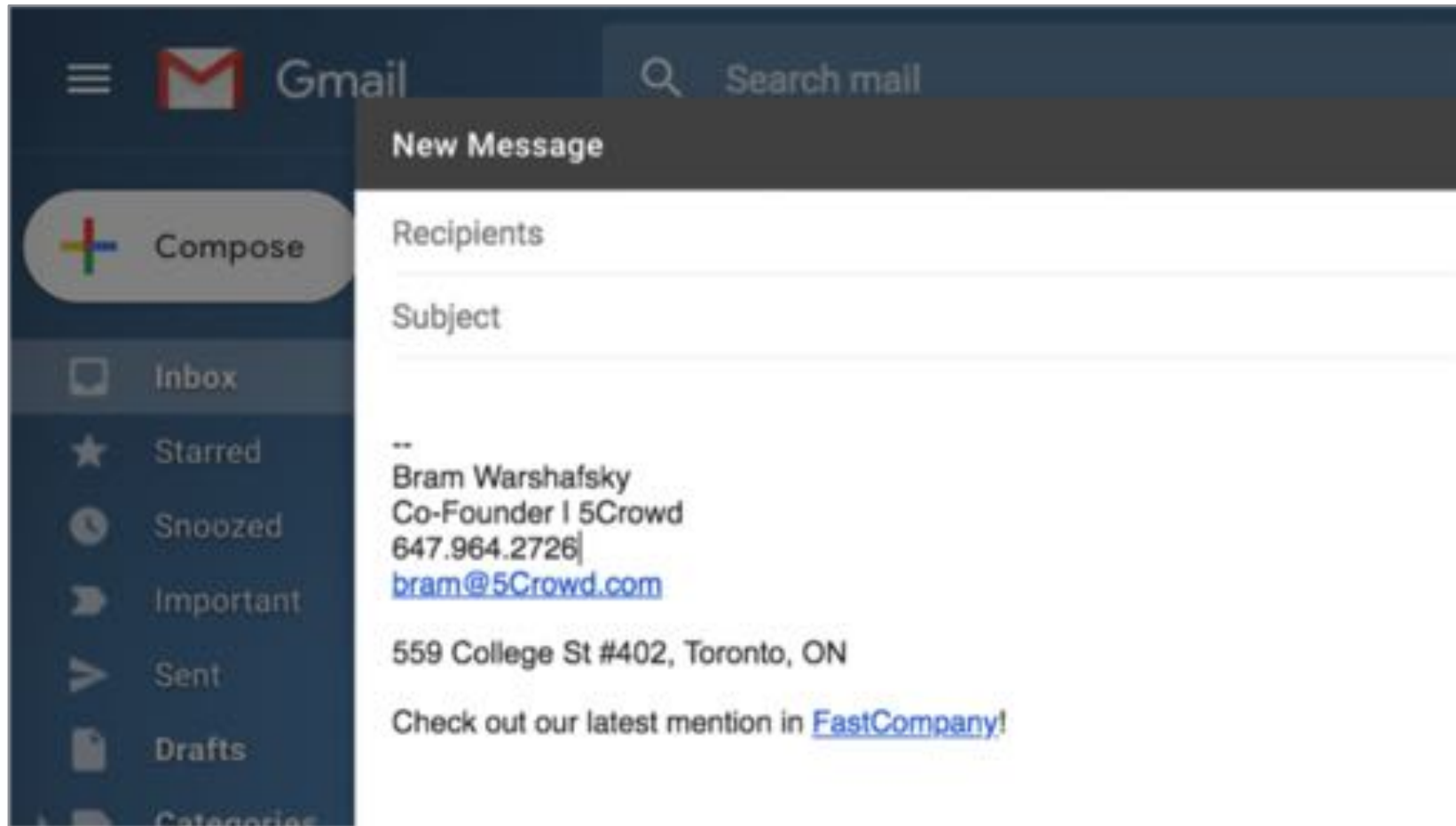
Brian

—  
Brian Warshafsky  
Partner | SCrowd  
www.scrowd.com

----- Forwarded message -----  
From: "SCrowd" <ccrowd@scrowd.com>  
Date: CONTACT DATE, THE ICA WAS SIGNED  
Subject: there just signed the ICA!  
To: <brian@scrowd.com>

A screenshot of a document titled 'INDEPENDENT CONTRACTOR AGREEMENT' with the SCrowd logo. The document contains a 'WITNESS' section with lines for 'Date from SCrowd' and 'By Contractor', followed by 'and SCrowd Inc. (SCrowd)'. The bottom of the document states: 'IN CONSIDERATION OF the covenants and agreements contained in this Agreement and other good and valuable consideration (the receipt and sufficiency whereof is hereby acknowledged by the parties hereto), the Contractor and SCrowd agree as follows.'

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12345678910111213141516171819202122232425262728293031323334353637383940414243444546474849505152

tumblr.

52 WEEKS of UX

A discourse on the process of designing for real people.

JCS

The following posts have been tagged week 1

WEEK 01

THE FIRST RULE OF UX



*"You cannot not communicate. Every behaviour is a kind of communication. Because behaviour does not have a counterpart (there is no anti-behaviour), it is not possible not to communicate."--Paul Watzlawick's First Axiom of Communication*

This is the first rule of UX. Everything a designer does affects the user experience. From the purposeful addition of a design element to the negligent omission of crucial messaging, every decision is molding the future of the people we design for.

Source: <https://52weeksofux.com>

# Focus on content distribution



**Analytics Academy**  
BITE-SIZED LESSONS TO MAKE YOU AN ANALYTICS PRO

There are zillions of analytics tools for your business to choose from—tools that successful businesses are using to boost conversions. But with so many choices, **where should you start?**

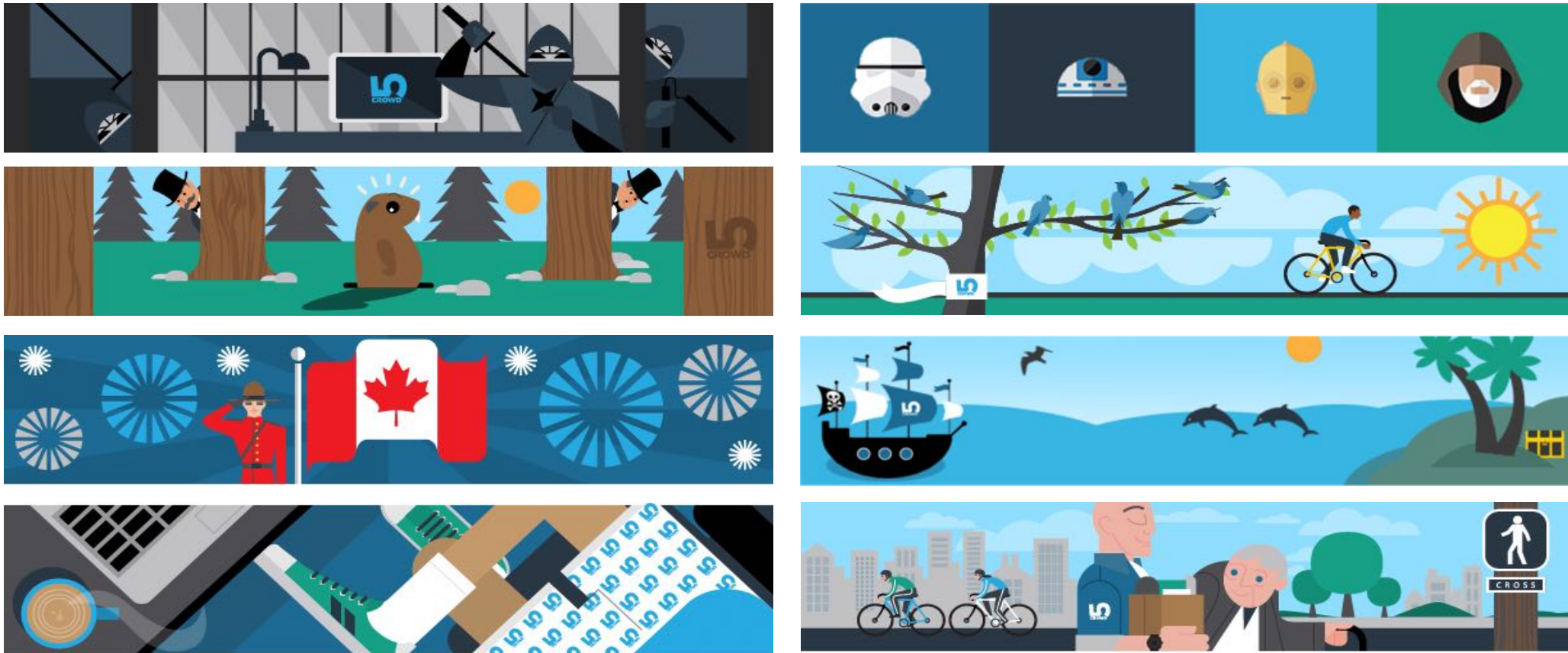
**Analytics Academy is here to help.** It's a series of lessons to teach you analytics, so you can dramatically improve your business! Featuring:

-   
**Comparisons** of the analytics tools in each category.
-   
**Case studies** from real companies who use the tools.
-   
**Tips** to help you get the most out of each tool.

Your business will become data-driven. You'll be unstoppable.

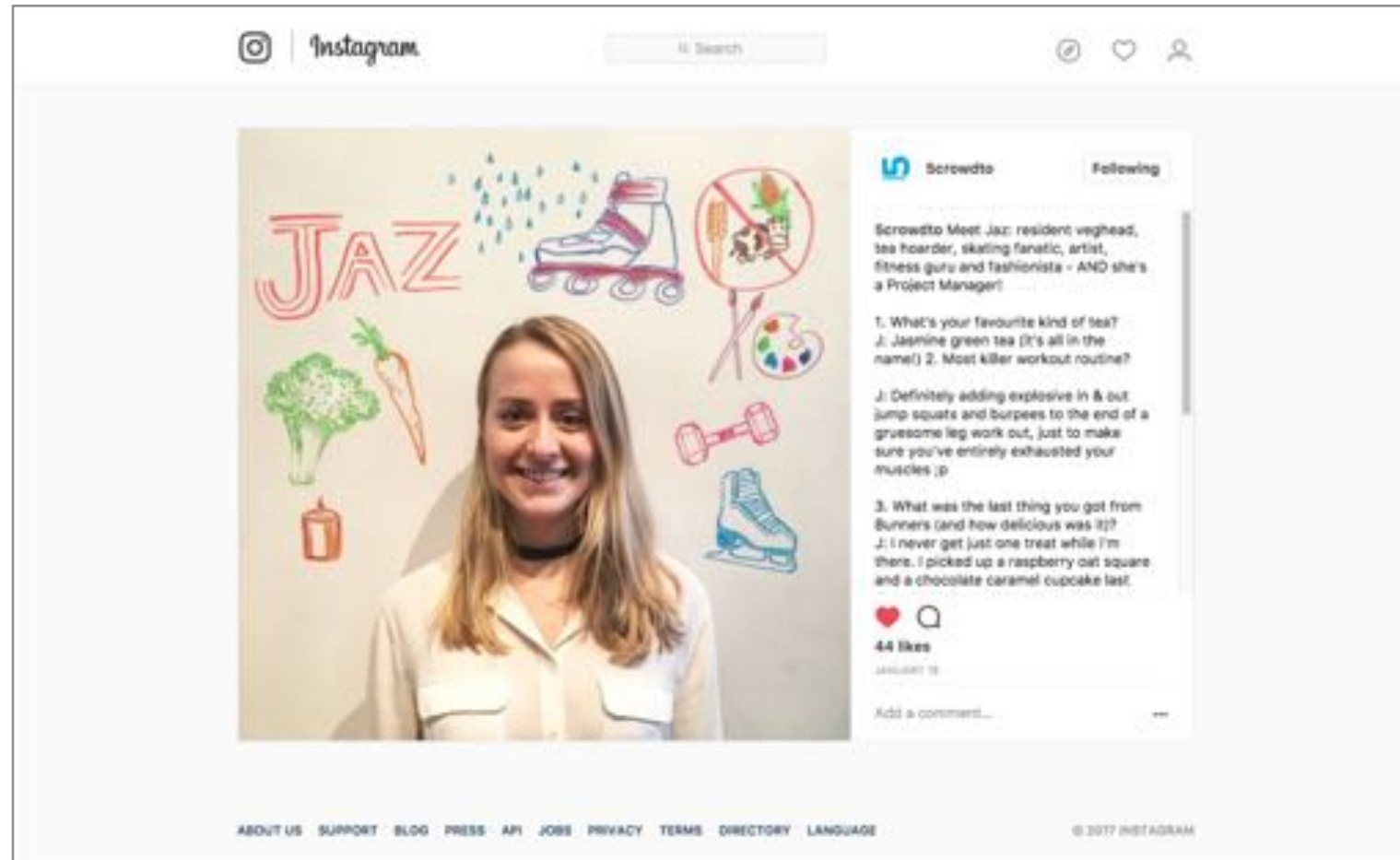


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Source: <https://blog.5crowd.com>

# Focus on content distribution



# Quick recap

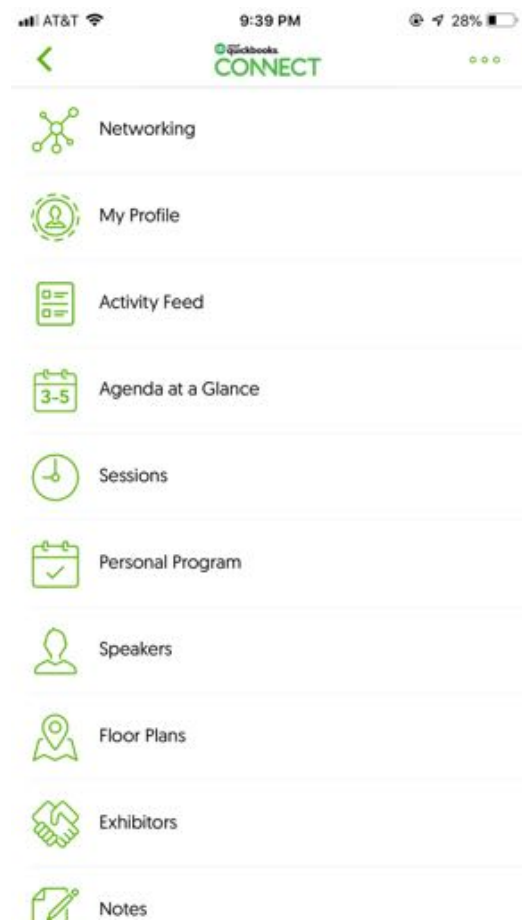
# Quick recap

- 1. Start by listening**
- 2. Answer questions for the community**
- 3. Invest in rich evergreen content**
- 4. Win the long-tail with a blog**
- 5. Focus on content distribution**

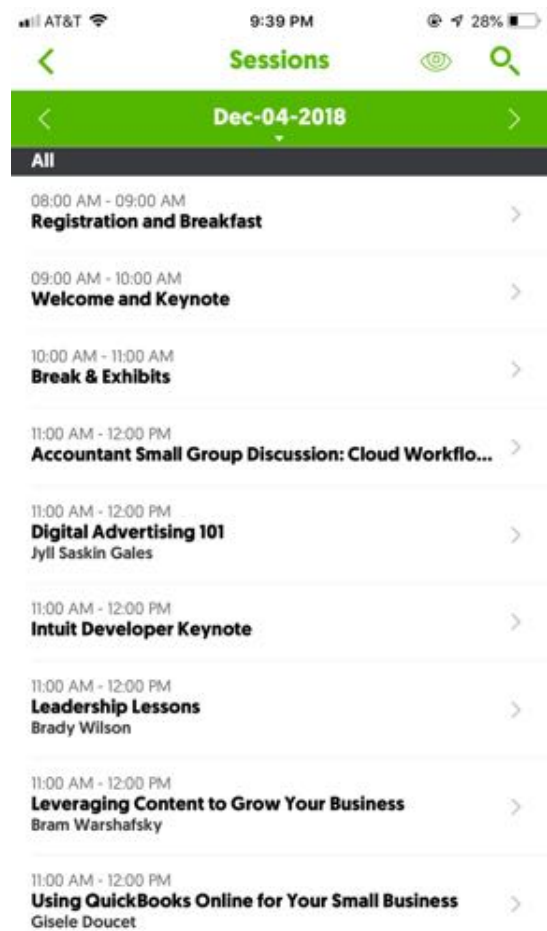
# Questions?

# Rate this session in the mobile app

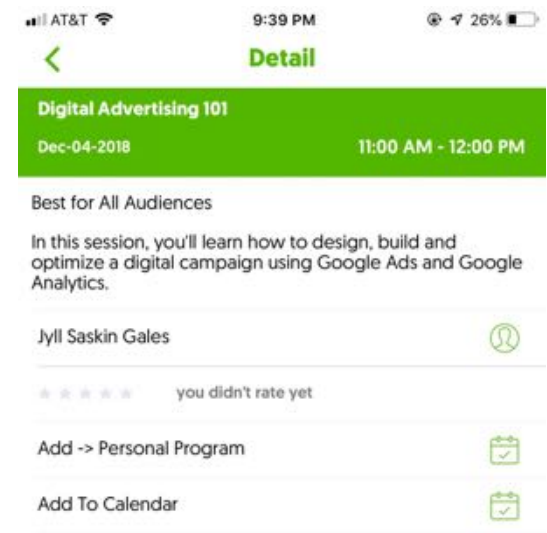
## 1. Select Sessions



## 2. Select Title



## 3. Add Rating





# Material Download

Session slides can be found on the QuickBooks Connect agenda page

- 1) Find the session on the agenda
- 2) Select + for more information
- 3) Download PDF of slides

<https://can.quickbooksconnect.com/agenda/>

11:00 am-12:00 pm	Breakout Sessions	
	Digital Advertising 101	+
	Leveraging Content to Grow Your Business	+
	Leadership Lessons	+
	Using QuickBooks Online for Your Small Business	+
	Warrior Approach to Productivity • session repeats	+
	Accountant Small Group Discussion: Cloud Workflows	+
	Intuit Developer Keynote • session repeats	+



CONNECT

