

CRYSTAL WASHINGTON

MARKETING STRATEGIST & SPEAKER

Crystal Washington educates and empowers business owners of all ages and knowledge levels to create measurable marketing results leveraging technology and innovative strategies.

Crystal says, "If you're not seeing measurable marketing results, then your network isn't large enough. Technology today allows us to expand in ways previously unimaginable- when we know how to use it."

▶ **TIMES & TECHNOLOGY
HAVE CHANGED.
DON'T GET LEFT BEHIND.
START USING
POWER MARKETING STRATEGIES**

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Crystal Washington is Spectacular! She is extremely knowledgeable and has strong command on the latest trends in marketing. Her unique and witty style of training enables her audience to connect the dots in the massive world of social media.

- Deborah Hardnett, CEO & Founder of
The Winner's Summit Conference and Expo™

Crystal Washington did an excellent job presenting how to use social media at our PWI luncheon. She knows her stuff and continually amazes me with the value she provides. **Crystal** keeps up with all of the changes going on. If you need help with social media strategy or someone to help you with how to optimize any social networking site for your business or project, I highly recommend **Crystal**. Not only is she smart, savvy and on top of the social media game, she is also a person of her word and a delight to work with, very upbeat. Thanks **Crystal** for everything you do for Powerful Women International. We appreciate you so much.

- Pam Terry, International Director,
Powerful Women International

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Crystal provides customized programs—as keynotes or breakouts—that catapult her audience to new levels of success by introducing tools and techniques for rapid network expansion, leading to more strategic partnerships and customers.

► Social Networking for Business

This hard-hitting presentation reveals the secrets of successful social media marketing campaigns. It not only teaches many of the larger networks, but also demonstrates how to select networks, tips for connecting social media to other marketing efforts and time-saving tools and tricks for turning a marketing message “viral”.

► Power Networking Strategies

From the professional networker to novice, attendees are provided with fresh insight and a new perspective on how to create win-win relationships that affect the bottom line. This presentation outlines the before, during and after processes in networking, including techniques for never losing touch again with potential clients and contacts!

► Social Networking for Facebook, Twitter, LinkedIn, Slideshare and YouTube

These individual presentations go into in-depth detail demonstrating how to get the most out of each network for your business. They teach specific strategies for each site to aid in viral marketing and also present a variety of additional tools outside of each network that increase contact interaction while decreasing the time spent on each network. These presentations are often presented in workshop format, walking attendees through steps on their individual laptops.

► Generate Revenue NOW!

This presentation is custom crafted for small business owners in need of marketing tactics that will create an immediate stream of income. It provides ten unique tactics and detailed information and resources on how to put each tactic into action.

“Crystal brilliantly showed how any business owner can quickly and easily tap into the power of social networks to increase business. Crystal is a remarkable business strategist and truly cares about helping other business owners succeed.”

- Antonio Thornton,
Money Mouth Marketing



CRYSTAL WASHINGTON is a dynamic young entrepreneur and highly sought business speaker. As the Principal of a Houston based marketing firm, she develops marketing strategies and implements practical tactics which yield measurable results for her clients. Her clients represent a broad range of industries including food & beverage, entertainment, education, legal, medical and political.

Crystal is also an organizer of several business organizations and serves as a valuable consultant and speaker who teaches entrepreneurs the importance of leveraging unique Internet marketing strategies and business networking to experience substantial business growth. She regularly hosts sold out webinars and conference calls on a variety of business marketing topics and is a featured writer for several magazines and newspapers.

CONTACT CW! TODAY FOR MORE INFORMATION

 <http://www.facebook.com/crystalwashington>

 <http://www.twitter.com/cryswashington>

 <http://www.linkedin.com/crystalwashington>

 <http://www.youtube.com/crystalwashington>

713.383.9351
crystal@crystalwashington.com
www.crystalwashington.com

Mailing Address: CWM Enterprises LLC
2130-A Holly Hall #211, Houston, TX 77054