Dear [supervisor’s name],

Social media provides the perfect landscape to communicate with our audiences on a direct and personal level.

However, with so much content out there, capturing the attention of those audiences isn’t always so simple.

Ragan Communications’ **Social Media & Digital Communications Conference at Amazon** will show us how to craft more engaging content, get ahead of the next big trends and distinguish ourselves from our competitors.

By attending, I’ll get in-depth training on how to:

* Convert social media visitors into customers by building momentum with our content
* Create and distribute powerful videos with the potential to “go viral”
* Use metrics to develop a deeper understanding of our audience and refine our strategies
* Adopt social media listening practices that help us build customer loyalty
* Find the right influencers for our brand to work with, and ensure we see results from campaigns
* Increase the ROI of our paid promotions and help our content succeed organically

This is a chance for us to learn from organizations and professionals with unparalleled social media expertise—like Amazon, Starbucks, TED, Microsoft and more.

The role—and challenges—of social media will only grow in the coming years. By going to this conference, I’ll get the skills and strategies we need to ensure our organization stands out from the crowd and sees major ROI from our online efforts.

[Your name]