# Free Webinar | August 6: A Guide to Developing Your Social Media Positioning

Join Crystal Surrency, SVP of Strategy at Fullscreen, as she discusses how to identify the people most likely to become customers and how to find them on social media.

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Identifying your social media audience is key to a successful campaign. In this free webinar, Crystal Surrency, SVP of Strategy at Fullscreen, will help you identify the people most likely to become customers and how to find them on social media, including the COVID-19 considerations you should take into account when tracking down your audience.

Key Takeaways

- Determining your ideal audience
- Identify your social media audience
- Understanding your audience’s core needs and social habits
- Considering COVID-19 in your social media communications

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With more than a decade of diverse client experience with a focus on marketing strategy, digital strategy consulting, and consumer research, Crystal leads Fullscreen’s national strategy efforts as SVP of Strategy. Previously, she was VP of Strategy at SapientRazorfish, where she led the strategy function for the South Region. At Fullscreen, Crystal’s focus is to elevate and diversify the division’s capabilities and improve the group’s ability to turn Fullscreen’s deep audience insights and expertise into effective, innovative strategy for client brands, businesses, and campaigns.

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