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# NLOWE 2021 ANNUAL CONFERENCE

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In Newfoundland and Labrador *women mean business.*



## Krystal Hobbs

Reflective Marketing

Workshop Presenter

April 22 | 10:00 AM (NDT)

## Facebook Lead Ads: Capture and convert more clients

As the award-winning #BossLady at Reflective Marketing, Krystal Hobbs has dedicated her career to helping businesses of all sizes get known and grow using the power of social media. Krystal entered the industry with a bang when she was awarded a coveted top ten finalist position in the nation's most elite advertising competition, Canada's Next Top Ad Exec. In 2017, she was named NLOWE's Young Entrepreneur of the Year. Since then, Krystal has trained with the top 1% of Facebook advertisers in the world, making her one of the most advanced social media marketers in Atlantic Canada. She is also the proud host of Beyond the Tools, a podcast for contractors and home service business owners. In her spare time, Krystal enjoys practising muay thai and hanging out with her pup, Buddy.