

Smart Digital Marketing for Growth

Half Day Seminar



15th October 2015, 9.30am – 1.30pm

BioPark, Broadwater Road, Welwyn Garden City, Herts, AL7 3AX

Seminar Outcomes and Objectives

- Convert more leads into customers
- Learn how to deliver smarter marketing campaigns that deliver results
- Find out about new technology that could improve your campaigns
- Improve the ROI of your sales and marketing spend

Agenda

- 9.00am** Arrive for coffee/tea
- 9.30am** How buyers are changing and how you should respond
Gavin Burt, Director, Beanstalk Marketing
- 10.00am** Top Digital Marketing Trends
Caroline Wright, Marketing Director, Commsbox
- 10.30am** Step-by-step guide to planning an effective campaign
Roger Woodall, Beanstalk Marketing
- 11.00am** Tea/Coffee Break
- 11.30am** Building long term relationships by understanding online behaviour
Peter Wilson, Chief Architect, Commsbox
- 12.00pm** Your digital marketing action plan and Q&As
- 12.30pm** Networking lunch