

YOU CAN'T AFFORD TO MISS IT!

TESTIMONIALS

'Excellent! Wish more people from our company had come – this workshop has highlighted that there's so much more we need to do'

'Best yet'

'Absolutely fantastic event which taught me more than I thought! Please hold another one soon'

'Best digital marketing workshop I've ever attended due to it being very targeted to our customer audience'

'Excellent workshop. I recommend all sales & marketing people attend'

'The realisation that there's a whole host of tools available to drive our business forward without having a huge drain on finances and resources'

'Unbelievably stimulating and beneficial. I need to act ... and I will!'

'Packed full of very worthwhile practical ideas'

'Very good. I never closed my eyes once!'

7th Annual SHAPA 'Digital Marketing' Workshop 2015



NEW for 2015! *a practical focus, the latest updates & 'Selling on LinkedIn'!*

Keep pace with the latest developments in digital marketing & maximise your online sales leads

Once again this workshop has been exclusively designed for SHAPA members to keep you abreast of the latest developments in B2B digital marketing. It will be facilitated by Susan Hallam, one of the UK's leading digital marketing experts, who will update you on the latest thinking in internet marketing plus give you a multitude of top tips and practical ways to boost your performance on the web and maximise your online sales leads:

What's New With Google: once again there have been a multitude of updates and changes to the wide range of services Google offers for businesses. In this session you will get an expert overview of recent developments, and a practical plan of action to lead your business forward. Susan will recap the latest in SEO, social media and link building and will give you a snapshot of the latest trends including virtual reality for B2B.

Selling on LinkedIn: New for 2015! A session on everything you need to know about how to use LinkedIn – discovery, prospecting, networking and researching new customers – Susan will give you examples of how B2B businesses are successfully using LinkedIn for sales and will show you how to set a new direction for your digital marketing strategy.

Web Clinic: New for 2015! An interactive, practical and expert review session in which Susan will review SHAPA member websites there and then, to give you best practise suggestions and top tips on how to improve your websites. We'll need volunteers so if you would like your website to be reviewed please email your website address to Ian Birkenshaw at SHAPA when you book.

Email Masterclass: Updated for 2015! Email has the greatest ROI of any of the digital channels, so Susan will give you the latest best practise – how to improve your deliverability and click-through rates and top tips on how best to use email to boost your overall marketing performance.

Who should attend:

Anyone involved in driving their business forward e.g. Managing Directors, Sales Directors/Managers & Marketing Managers, whatever their level of digital knowledge.

The Workshop is designed to enable everyone to take away practical tips and strategic insight suitable to their skills and experience, whether you are a beginner, intermediate or advanced. So join us for an inspiring and enjoyable day out and boost your performance on the web!

Benefits of attending:

- Find new, smarter and more cost-effective ways to boost your performance on the web
- Keep pace with the latest developments in internet marketing
- Get practical advice and top tips from one of the UK's leading digital marketing experts
- Workshop developed specially for SHAPA members at all levels of digital experience

The workshop will be practical & hands-on, so be sure to bring your laptop or tablet!

DATE: 11th March 2015
TIME: 9am-4pm (coffee & registration at 9am)
VENUE: Hilton East Midlands Airport Hotel (off the M1 junction 24)
DELEGATE FEE: £195 + VAT
(incl. lunch, refreshments, parking & workshop materials)
TO BOOK: Email booking form to Ian Birkinshaw info@shapa.co.uk

