

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!'

8th Annual SHAPA 'Digital Marketing' Workshop 2016



NEW for 2016! - an introduction to Content Marketing, and how it will benefit your business

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 in Internet Marketing: once again there have been a multitude of updates and changes on the Internet, from Google to LinkedIn, from mobile marketing to website design. In this session you will get an expert overview of recent developments, and a practical plan of action to lead your business forward in it's digital marketing.

How to Get Started with Content Marketing: New for 2016! In this session Susan will introduce the principles of Content Marketing, one of the key trends for this year. Using practical examples and case studies, she will show how your business can leverage its existing content to generate rich content that will be valued by your customers, your prospects, and to help drive more traffic to your website.

Advertising on the Internet: Updated for 2016! The Google AdWords advertising platform can deliver exceptionally high quality visitors to your website for the cost of a click. Google has introduced a range of new technologies that enable you to laser target your prospects and drive profitable traffic to your site. In this session, Susan will cover the basics of AdWords and introduce the latest techniques that your business.

Selling on LinkedIn: Updated for 2016! A session on everything you need to know about how to use LinkedIn for sales – 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.

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: 16th March 2016
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

