

**UPDATED & IMPROVED!**

**2009 TESTIMONIALS**

*“WOW! What a stimulating day - we all need a few of these to keep the juices flowing. A very stimulating experience during which I picked up a multitude of useful tips and techniques”*

Keith Simpson,  
Spiroflow Ltd.

*“One of the most useful and enjoyable Workshops I’ve ever attended! Lots of energy and interaction kept everyone’s attention and the digital marketing professional really added to the value of the Workshop”*

Tracy Thomson,  
Kemutec Powder Technologies Ltd.

*“What a fantastic day I had. There are some excellent tips which are easy to implement and not too costly. All in all a brilliant, very informative and fun day”*

Helen Hemmings,  
Mettler Toledo Ltd.

# 2nd Annual SHAPA 'Digital Marketing' Workshop 2010



**Maximise the impact of your digital marketing**

**Find new, smarter and more cost-effective ways to use the web to generate new business**

This year the SHAPA Workshop will be facilitated by a leading UK digital marketing expert who will give you the latest thinking as well as a multitude of top tips and practical ways to boost your digital marketing performance and maximise your sales leads.

**All workshop content will be tailored specially to SHAPA member needs:**

**Using Social Media to acquire new customers and achieve real business advantage:**

B2B digital marketing is being transformed by social media (your customers are using it, even if you're not!). Find out the pitfalls to avoid and get a practical overview of using social media tools such as LinkedIn, Twitter, YouTube and blogging for customer acquisition, engagement and retention. We'll give you plenty of examples of how manufacturing and engineering businesses are using it successfully and we'll take you through a checklist to getting started and developing an effective B2B social media strategy for your business.

**What works on the Web:**

**Converting website browsers to customers and maximising sales leads:**

Learn how to improve your site and structure it to maximise lead generation. It has never been more crucial to measure your effectiveness, but what are the real key performance indicators you ought to have at your fingertips to measure your online effectiveness? We'll give you guidelines on digital metrics, so you can measure your success and improve your digital marketing ROI.

**Smarter Email Marketing:**

**New email marketing tactics to boost results:**

Email is a key cost-effective B2B marketing tool. But with threats from inbox overload, spam filters and image blocking, how should your email marketing evolve and what can you do to get more out of it? We'll give you the latest practical email do's & don'ts to deliver maximum results from your campaigns.

**DATE:**

Wednesday 14th April 2010

**TIME:**

9am – 5pm (welcome coffee and registration from 8.30am)

**VENUE:**

Hilton Leicester, M1 Junction. 21

**PRICE:**

£195 + VAT

(incl. lunch, refreshments, parking & workshop materials)

**TO BOOK:**

Email Booking Form to John Whitehead at [info@shapa.co.uk](mailto:info@shapa.co.uk)

**Contact John Whitehead for information on obtaining Leaders First / Train to Gain funding for this Workshop**



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