DIGITAL MARKETING AND SOCIAL MEDIA
Monday 6th October 2014 ·9:00a.m.-4.30p.m.
The Bracken Court Hotel · Balbriggan · Co. Dublin

*** PLEASE NOTE VENUE CHANGE ***

This event was originally scheduled for the BEaT Centre in Balbriggan however has been relocated to a larger space in The Bracken Court Hotel owing to popular demand for places.

Schedule:

8:30a.m.	Registration opens at The Bracken Court Hotel
9:00a.m.	Seminar opens
11:00a.m.	Coffee break
1:00p.m.	Lunch
1:45pm	Seminar resumes
3:00p.m.	Coffee break
4:30pm	Seminar ends

About This Event:

During this dynamic and interactive session your trainer Ian Cleary will give you an overview of Digital Marketing and Social Media before discussing how to build a Digital Marketing Strategy for your business. From there he will discuss how to grow your presence on social media. Other essentials that Ian will address in this training session include how to build an email marketing strategy, how to drive traffic to your website and how to optimise conversion rates when people do land on your site. Finally, as any Marketing Executive knows "If you are not measuring, you are not Marketing" and so Ian will teach you how to analyse the results of your campaigns.

Bring Along:

It is not essential to bring along a laptop, but if you have one please feel to do so as you may find it useful. There is complimentary WiFi in the hotel for all attendees.

About Our Trainer:

Ian Cleary runs one of the world's leading social media sites which is focussed on social media tools and technology. He regularly speaks at social media conferences around the world and is often quoted on sites such as New York Times and Huffington Post. As well as writing on his site, Razorsocial, he also publishes his work on Social Media Examiner and VentureBeat.

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www.FingalEnterpriseWeek.ie

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