

Marketing bootcamp - 22 May 2014

CIM has joined forces with The North East Chamber of Commerce (NECC) to bring their second Marketing Bootcamp to the North East. The programme includes some easily digested seminars focused on some key marketing issues, including buyer personas, social networking, pay per click, google adwords and mobile marketing.

Join us for a full day (including lunch) to stimulate your brain and put your marketing abilities through a workout. However, there is also the option to only attend the morning bootcamp 09:00 - 12:30 or only attend the afternoon bootcamp 13:00 – 16:30.

This bootcamp provides practical information and workable tools that you can take back to your organisation.

Morning Bootcamp - 09:00 – 12.30

'Buyer Personas- the key to successful marketing'

Want to build an effective content strategy? Forget it without your buyer personas. Writing copy for your website or brochures...who for? In this session you'll gain the knowledge you need to transform your marketing and sales from one based on guesses to one based on crucial buying insights.

This session covers:

- Why buyer personas aren't target markets: Eve talks about the fundamentals of what buyer personas are, what buyer personas aren't, and how yours can help your business as a whole.
- How to research and create buyer personas: great buyer personas are ideas of who our ideal buyers really are. Why do they buy from you or your competition?
- A fun, practical session which provides essential information that can be applied to your business immediately.

Speaker:

Eve Whitaker - Managing Director The Eight

Eve's career spans 20 years working internationally within agencies and with clients to maximize profit. Consulting on business development, creative campaigns and marketing for the likes of Nike, Virgin, Prada, The New York Times, The Guardian, M&S, NHS, and Harper Collins to name a few. From publishing to paint suppliers, from Marie Claire to mechanical engineering, she has been there!

Social Media

Have you managed to stay up to date with the 'Ever Changing World of Social Media?' Have you established the art of making your social media social? If you find it hard to keep up with the changes in Facebook, Tweets, Pinterest, Google+, Hangouts, Hoots, Instagram, #FF then this session is for you.

Amanda takes you through the different platforms, showing you that one size does not fit all, and help you establish which would be the best way forward for your business.

Key topics include:

- Facebook – personal / company
- LinkedIn – personal profile / company page
- Twitter
- Google+
- Q&A

All attendees will be invited to sign up to receive updates from Amanda, keeping you up to date with any changes in social media and offering some social media tips.

Speaker:

Amanda Dixon, Social Media Consultant and Director, I Am You Limited.

Over the past four years Amanda has worked with over 2000 businesses, covering the UK from Letchworth in the South East all the way up to Glasgow, although mainly concentrated in the North East of England in a mixture of masterclasses, workshops, 1-2-1 training and bespoke training, helping them to understand and market their businesses through the use of social media. Amanda also offers a social media management and consultancy service for which many of her clients' have been able to access funding.

Afternoon Bootcamp 13:00 – 16:30

Pay per click and Google adwords

Stay on the pulse in the ever-evolving world of digital marketing with a pay per click (PPC) session from the experts at Mediaworks Online Marketing, named the 'Top Digital Agency in North East England' in the Drum Digital Census, and an 'Econsultancy Top 100 Digital Agency'.

Steven Parker hosts a fast paced informative session that brings you up to speed on the latest in the industry, so you can gain a competitive edge online and learn insider tips for the future.

Topics include:

- Ensuring your PPC investments are sound.
- Why 2014 is a great time to use Google Adwords.
- Google shopping best practice.
- The truth about best match types, ad positions and quality scores.

Plus, all attendees can request a comprehensive audit of their own and key competitors' websites from a paid search perspectives, something that proves invaluable when it comes to identifying areas for improvement.

Speaker:

Steven Parker, Business Development Manager, Mediaworks Online Marketing Ltd.

Steven has worked with many local and global companies over the last ten years and continues to be involved with campaigns internationally for both SMEs and blue-chip organisations. He will share his insider knowledge to help you maximise online potential and implement effective campaign strategies.

How to integrate mobile marketing into all your campaigns and reach more customers

People increasingly take their smartphones and tablets with them everywhere they go and smart marketers realise that mobile marketing is a key opportunity to engage with customers.

This session covers the latest trends in mobile marketing, including social mobile and shows you how to integrate mobile in future campaigns.

Speaker:

Joanne Dolezal, Lead consultant, Dolezal Consulting

Dolezal Consulting is a full-service marketing consultancy in Newcastle upon Tyne. Joanne works with a team of specialists to deliver marketing and communications across traditional and digital marketing. She regularly talks on content marketing, corporate identity development and social media and is a lecturer in digital marketing.