

## 2016 TESTIMONIALS

Excellent thought provoking and inspirational.

Will definitely attend next year.

Excellent Workshop.

A Very enjoyable workshop with lots of food for thought to take home with me.

Good location, good facilities, good content well presented.

I thoroughly enjoyed the whole course.

Very insightful.

Very informative, lots of new information, I have never attended such a seminar before, I look forward to the next one.

Extremely well presented, Susan is a very engaging and effective host.

# 9th Annual SHAPA 'Digital Marketing' Workshop 15th March 2017



*New for 2017 -Your Digital Marketing Tool Box*

### What's New in Digital Marketing

It's been another year of new developments and rapid change. Google, LinkedIn, YouTube and Bing have all made major changes and announcements. In this session you'll get an expert overview of recent developments, get a heads-up on what's on the horizon for 2017, and develop your own practical plan of action to lead your business forward

### Google Analytics

Successful digital marketing depends on measuring and analysing your campaigns. In this session we will introduce recent changes and improvements in Google Analytics, and provide you with an understanding of how to use dashboards to better manage and improve your own digital marketing activity.

### Online Advertising

Your business needs to reach a very specific audience, and your online advertising must target these niche decision makers. In this session we will introduce the principle of "lean advertising" - using programmatic advertising designed to automate the placement of ads in display, social media, mobile and video to reach your targeted audiences.

### Your Digital Marketing Toolbox

In this hands-on session you will discover new free and paid-for tools that you can use to research your competition, evaluate your own digital marketing performance, manage your visibility in Google, and improve your social media marketing.

### Who should attend ?

Anyone involved in driving their business forward.

The Workshop is designed to enable everyone to take away practical tips

DATE:

15th March 2107

TIME:

9am-4pm (coffee and registration at 9am)

VENUE:

Hilton East Midlands Hotel (off the M1 jct 24)

DELEGATE FEE:

£195 + VAT

TO BOOK

email booking form to Ian Birkinshaw [info@shapa.co.uk](mailto:info@shapa.co.uk)

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