

Rebecca Caroe speaker biography



Rebecca Caroe is an accomplished public speaker delivering keynotes, workshops and seminars. She is a B2B marketing and CRM specialist with experience in Australasia, European and US markets. She delivers tactical digital marketing insight framed around a practical methodology which listeners find easy to understand and take action.

As an expert in search engine marketing and direct response copywriting, her focus on practical digital marketing suits SME businesses. She is known for her involvement with the sport of rowing and commentated for the BBC at the London Olympics.

Areas of expertise

Entrepreneur, Leadership / development, Business Development, Online Marketing, Social Media / Content development, SEO/SEM, Pitch Development, CRM, Marketing automation

Rebecca's speaking style is based on education - what you need to learn, she explains a concept and then shows examples so attendees can and execute with confidence.

Speaking topics can be delivered as a keynote, or expanded into workshop-style immersive learning experiences.

Topics, titles & videos of speeches

- The art of "Pre-Suasion" - content keywords and social media. **Social Media Conference September 2017 #SMCNZ17**
- <https://www.facebook.com/kesar.manghrani/videos/>
- SEO for Growth
- <http://creativeagencysecrets.com/seo-growth-unleash-potential-website/>
- Local Marketing for Lead Generation - 8 tools to use today
- <https://www.youtube.com/watch?v=SmCSkEJOwD8>
- The Art and Science of Generating Leads
- <https://www.youtube.com/watch?v=IhIXY9CppAY>
- Create demand for your business by making your website perform
- <https://www.youtube.com/watch?v=FOxNJx2CnUw>
- Can staff destroy brand value using social media?
- <https://www.youtube.com/watch?v=ry48PT2x7CY&t=2176s>
- Debate - Google Adwords versus Facebook Advertising
- <https://www.youtube.com/watch?v=kPa8iB2OeUw>
- Using social media in an accounting firm
- https://www.youtube.com/watch?v=qD_a7B-q3P8
- Linked In Training for modern business owners
- <https://www.youtube.com/watch?v=qqI9FjVQ5gg>
- Beginners Introduction to Social Media
- <https://www.youtube.com/watch?v=U7iyIlgYSafs>
- Digital Strategy and Your Website
- <https://www.youtube.com/watch?v=njRTFDkA8AA>
- What your Brand says about your Business

- https://www.youtube.com/watch?v=i5LfSKEul_M
- When, why and how videos work to market your business
- https://www.youtube.com/watch?v=l_k-z2a5CeY

Recent engagements

- NZ Marketing Summit (Conferenz) *September 2017*
- Social Media Conference *September 2017*
- Thames Bed and Breakfast Owners Group *September 2017*
- The Northern Club Breakfast Group *August 2017*
- Employers and Manufacturers Association - Team Leaders and Managers event Rotorua *August 2017*
- Art Regional Trust Ventures Programme *May 2017*
- CCH Learning Online Training Event *February 2017*
- Te Atatu Business Association *November 2016*
- Grey Lynn Business Association *June 2016*

Testimonials

Keynotes

*I first saw Rebecca Caroe speak on a marketing and technology panel at SXSW in Austin, Texas. I was so impressed that I got in touch to discuss marketing with her further. I subsequently invited Rebecca to speak at the inaugural DiG Festival, and event I run in Newcastle, Australia. Her preparation, content and delivery was so well received that I have subsequently had Rebecca speak at two more DiG Festivals. Rebecca's knowledge around content marketing and local marketing strategies is world-class and I highly recommend her to any event organiser. **Craig Wilson** Founder - Sticky Digital Marketing, Co-founder - DiG Festival*

*An engaging and and entertaining speaker. The session was full of really practical advice and strategies that any marketer who deals with agencies could put into practice. **Avalon Ogle Chapman**, Senior Conference Producer, Conferenz*

*I would highly recommend Rebecca's workshops. The information she shared was both relevant and easy to implement. She is highly knowledgeable and gave all attendees great advice. We have all walked away with effective strategies to improve our websites. **Megan Rees**, Grey Lynn Business Association*

“Thanks so much for coming to speak to us and giving us practical, attainable marketing tips to action - feedback was that several members were intending to immediately put your advice to work.” **Robynne Pringle**, Manager, Te Atatu Business Association

Workshops

Rebecca has always proved to be a popular presenter for us. She always provides polished presentations which contain lots of practical tips for attendees to use later. I have always found Rebecca’s collaborative approach to hosting a webinar to be thorough and professional and she is a presenter who I know I can rely on to deliver what she has promised. **Richard Dams**, Webinar Manager, Wolters Kluwer CCH Learning

“It was good to be in the group and to feed off Rebecca’s comment and experience. I don’t record leads and whether they were successful and that will definitely be useful in future.” **Nicola Manning**, Nicola Manning Design

“I enjoyed it. It was definitely worthwhile. I thought it was a good bunch of people and it was very interesting.” **Dave Sauvage**, Sauvage Design

“It was really good and I will do a strategy accountability partner each month. I am going to leave my paid mentor group and do this instead. I have to get into the headspace to actually go back and review everything and set goals for each month. The wide range of people was very good especially the male female diversity.”
Jo-Anne Hitchcock, H Architecture

“I thought it was useful and when people are at different stages that’s interesting. I could do a few things differently which is partly a time thing. Beneficial - I got out of it as much as I could.” **Jeremy Sutton**, Jeremy Sutton Lawyers