



Marketing Success **Unlocked**

Speech Topics by Rebecca Caroe

SME business owner audiences

Local Marketing - 8 tips if you sell in one city
SEO for business growth
Moving from Traditional to Digital Marketing 101
4 Ways to test your website is working 101
Using Video in your Marketing
Who's visiting your website? And how to find out
Low Cost Digital Marketing
Wordpress + Facebook - connecting with friends gives results
How to convert website leads into sales \$
Social Media for Beginners
What your brand says about your business
Case Study: Sports brand drives sales through Social Media
Working with Millennials
How to work with an expert (when you aren't one)

Business to Business audiences

Local Marketing for B2B lead generation
Get your website working (hard) for your business
SEO for Business Growth
Accountant Marketing tactics that work
Integrating online and offline sales - what's new?
Using Social Media in a professional firm
The Art and Science of Generating Leads for B2B
Marketing automation - achieving more with less
How to find people online for new business sales



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Marketing Manager Audiences

- How to write a marketing plan
- Setting a Website Strategy for Marketing Success
- How to brief a marketing agency
- Social Media Disasters (and how to avoid them)

Advanced Marketing Audiences

- Marketing and Social Media for Event Management Professionals
- Marketing tactics for Education-led businesses
- Using Autoresponders in marketing communications
- What's new in Business Development 2017
- Facebook advertising using custom audiences
- Native Advertising - will newspapers adapt or die?
- Successful selling with Email
- Ways to make your website work smarter
- A digital approach to customer relationships
- Hospitality Industry - using social media for profit
- The art of Pre-Suasion - tying together Content, Social and Keywords