

## Rebecca Caroe Speaker Biography



Rebecca Caroe is an accomplished public speaker who has delivered keynotes, workshops, and seminars. She is a B2B marketing and CRM specialist with experience in the Australasian, European, and US markets. She delivers digital marketing insight framed around a practical methodology which audiences find easy to understand and action.

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

## Areas of expertise

Online Marketing, Social Media, Content development, SEO/SEM, Pitch Development, CRM, Marketing Automation, Entrepreneur Journey, Leadership, and Business Development.

Rebecca's speaking style is based on education and is tailored to what you need to learn. She explains concepts and then reinforces them with examples so attendees can execute with confidence.

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

Rebecca also offers Master of Ceremonies (MC) services.

## Topics, Titles & Videos of Speeches

- Marketing and Social Media for Events - What Works and What Doesn't
- Top 3 Ways to Stop Visitors From Bouncing Off Your Website
- Working with Millennials and Hiring Interns - Tips From the Trenches
- How to Hire a Marketing Expert (When You Aren't One)
- Digital Literacy for NZ Business Owners - What You (Don't) Need to Know
- The Art of "Pre-Suasion" - Content Keywords & Social Media  
<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=FQxNJx2CnUw>
- 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](https://www.youtube.com/watch?v=qD_a7B-q3P8)
- LinkedIn Training for Modern Business Owners
- <https://www.youtube.com/watch?v=qql9FjVQ5gg>
- 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](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](https://www.youtube.com/watch?v=l_k-z2a5CeY)

## Recent Engagements

- Biennial Education Forum of the Celebrants Association of New Zealand - Online Marketing Workshop, *May 2018*
- NZ Events Association National Tour - Marketing and Digital Media for Events Workshop (6 cities), *November - December 2017*
- Strategic Marketing Conference, (Employers & Manufacturers Association) Master of Ceremonies, *November 2017*
- 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*
- DiG Festival, *October 2015*
- Te Wananga o Aotearoa, *August 2015*

## 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**