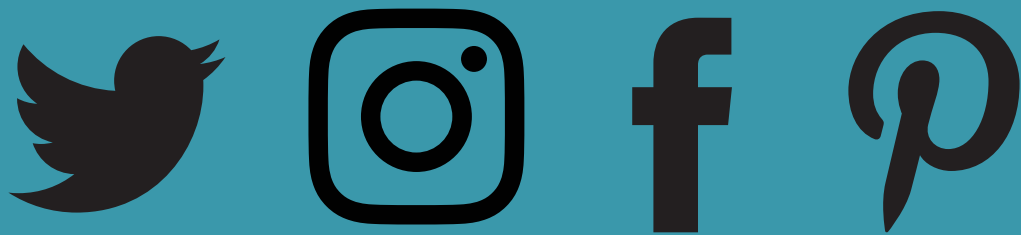


# DIGITAL MARKETING TRENDS & POSITIONING ROI WORKSHOP



*Attention Experts*

Digital Marketing Engagement & Growth Experts

## Who is Attention Experts?

Attention Experts is a digital marketing growth and engagement strategy agency, which predominately specialise in social media and sales funnel builds. Attention Experts prides itself on being at the forefront of digital marketing trends, sales funnel and content engagement strategies, to produce increases in ROI in an ever-more challenging digital marketing environment.

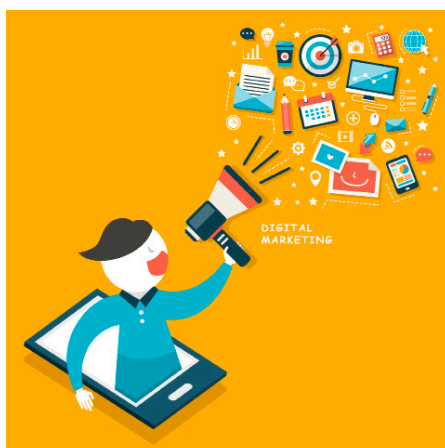
## What will be taught in the Digital Marketing Trends & Positioning ROI workshop?

This workshop is focused around the current and future market trends of social and digital marketing. It also has a focus on legal and compliance for focus industry. It looks at how to expand from the current basic online marketing strategies, to the more advanced and ensure a ROI. Attendees will be given a solid basis moving into 2017 with the latest in social media strategy, legal risk and contingency.

The overall workshop will focus on social media strategy for the hospitality/ accommodation industry, resource allocation, risk management, legal contingency and future trends.

The workshop is delivered over one day for 8 hours. Two 3.5 hour presentations to be delivered over the course of the day.

Each participant is encouraged to bring a laptop to participate in live demonstrations and exercises.



# Schedule

## Session 1 - 3.5 hours

- Social Media introduction and key social media platforms.
- Key levels of social media value for businesses in the hospitality/accommodation industry.
- What is the successful social media formula?
- Social media and the hospitality/accommodation industry.
  - How has it been used currently?
  - Why is it being used?
  - What platforms have been predominately used (TripAdvisor, Google Reviews, Facebook, Instagram, ratings through Bookings.com, etc).
  - Who has been using social media well within the focus industry (case studies and examples of leaders within focus industry).
- Risks of social media for businesses.
  - Identifying critical, immediate and ongoing risks.
  - Management and handling of review sites.
  - How to develop the framework and policy to handle risk to social media.
- How to build engagement and brand value through social media.
- An introduction to Facebook advertising.
- An introduction to Facebook Pixels.

(The below segment is delivered and conducted by digital lawyer/barrister Katherine Hawes)

- Legal issues in digital marketing: profiling, targeting, hyperlinks, social media, general data protection/regulation
- Issues with running competitions, email and internet policies and content policies.

## Session 2 - 3.5 hours

- Case Studies of social media being used effectively in the hospitality/accommodation industry. In-depth study and analysis of current best practices.
- Review sites. The latest in review site management and their dynamics.
- Sales funnel build and where does social media fit in?
- Facebook Audiences (Advanced)
  - Live demonstration of the advanced techniques used with Facebook audiences and how to incorporate them into live Facebook advertising campaigns.
- Facebook Pixels (Advanced)
  - The latest developments in Facebook Pixel technology and methods. Live demonstration of an advertisement build using a Facebook Pixel.
- Facebook advertising strategies incorporated with sales funnels.
- The future direction of social media and digital marketing. How can the focus industry adapt?

## End goal of workshop for participants

- To ensure each participant has left the workshop with clear and usable digital and social marketing methods that can be implemented into their business right away. These methods are cutting-edge strategies and techniques.
- That each participant knows how to measure and evaluate their current digital and social marketing approach, so they can themselves assess if it is at the moment successful or not. They will know why it is, or is not, successful.
- Participants will be able to implement strategies in their own business upon leaving the workshop.
- Each participant will leave the workshop with a genuine confidence that they understand the direction of digital and social marketing, what are the latest trends, and knows how to position their business to be able to handle these trends – with little to no cost, rather than an absorbent cost, in the future.

## Presenters

### Attention Experts Growth Manger - George Hawwa

George is in charge of the overall strategy for client accounts at Attention Experts and ensures that clients are obtaining a suitable return on their marketing investment. He oversees the content, advertising and strategy of client accounts, as well as oversees the current research division of Attention Experts, which identifies and collects data on the latest digital marketing trends and strategies.



### Digital Age Lawyers - Barrister, Katherine Hawes

With over 20 years' proven legal and business experience, both as a barrister/solicitor and small business owner. Katherine has extensive litigation and dispute resolution experience. She is experienced in assisting Australian businesses 1`establish themselves with the Asia-Pacific environment.

Katherine has extensive experience in designing and implementing adult education programs within the legal environment, specialising in providing legal knowledge and skills to non lawyers.



COST

\$425 + GST per person

