

AGENDA 2017

08:30AM REGISTRATION

09:15AM - 09:20AM WELCOME AND OPENING REMARKS

09:20AM - 09:30AM WELCOME FROM OUR PRINCIPAL PARTNER BANKWEST

09:30AM - 10:15AM SESSION 1: MASTERING THE FUNDAMENTALS TO ENSURE DIGITAL MARKETING ROI

Whether you have already invested in digital marketing or are starting out new, this business strategy session is designed to equip you with a smart, simple framework that will save you time and money down the track.

- Conversions first! How to solidify the nuts and bolts of your marketing strategy to get better results
- Five key aspects that will amplify ROI and conversion rates and how to apply this to your digital efforts
- The overall architecture of a digital strategy and how to tie all the pieces together
- Multiply the returns from your best-performing digital marketing assets

FABRICE BEILLARD, FOUNDER, AUSTRALIA BUSINESS COACHING

10:15AM - 10:45AM COFFEE BREAK

10:45AM - 11:45AM SESSION 2: TOP 10 HACKS FOR A LOW INVESTMENT - HIGH IMPACT MARKETING STRATEGY

This practical, interactive and jargon-free session will deliver easy-to-use and low cost strategies to attract more business:

- Develop a one-page digital marketing strategy that is easy to follow and gets results
- Learn to use social media effectively (even if you are shy and don't want to put yourself out there yet)
- Use Instagram to stay 'top of mind' and attract leads
- Use Facebook Live to build a community that trusts and refers you
- Make the most of the new LinkedIn platform

- Handle negative comments on social media (and turn them into advocates)
- Use video to connect directly with new prospects

ADAM FRANKLIN, MARKETING MANAGER, BLUEWIRE MEDIA

11:45AM - 12:45PM SESSION 3: THE SECRET TO HITTING THE TOP SPOT ON GOOGLE FOR YOUR LOCAL BUSINESS

Did you know that the top five organic search results on the first page of Google net approximately 75 percent of the clicks? In this session, discover:

- How to create compelling and unique content so you can be at the top
- SEO basics: how local SEO differs from your average SEO campaign and if you need to worry about it
- Google's latest algorithms and how to respond to them
- What you can do yourself, right now, to improve your local ranking on Google

JIM STEWART, CEO, STEWART MEDIA

12:45PM - 1:45PM LUNCH

1:45PM - 2:45PM SESSION 4: IF THERE'S JUST ONE THING YOU SHOULD BE DOING RIGHT NOW, IT SHOULD BE THIS

This interactive session is designed to provide you with a practical strategy on how to use Facebook to grow your business, including:

- Content strategy pillars to assist in creating effective content
- Leveraging Facebook Ads and remarketing to generate leads
- Tips to writing ads that convert and sell
- Five top tricks to being everywhere your prospects are by boosting conversions
- What numbers you should measure and how to track your success

GINA LEDNYAK, CEO, L&A SOCIAL

2:45PM - 3:30PM SESSION 5: PANEL - WHAT DOES SUCCESS IN DIGITAL MARKETING LOOK LIKE?

In this session, we talk to brokers about the strategies they have used to establish and nurture relationships with their customers and listen to their insight on what works for them and how they do it themselves.

MODERATOR:

DECLAN BURTON-CLARK, HEAD OF SALES, VALIANT

BRISBANE PANELLISTS:

- DARREN MOFFATT, FOUNDER & MANAGING DIRECTOR, SENIORS FIRST
- JOSHUA VECCHIO, MORTGAGE BROKER, HUNTER GALLOWAY
- TOM UHLICH, MORTGAGE BROKER, BOSS MONEY

SYDNEY PANELLISTS:

- DARREN MOFFATT, FOUNDER & MANAGING DIRECTOR, SENIORS FIRST
- JACK PUNCH, MORTGAGE BROKER, FINANCE WAREHOUSE

MELBOURNE PANELLISTS:

- DARREN MOFFATT, FOUNDER & MANAGING DIRECTOR, SENIORS FIRST
- DAMIEN ROYLANCE, HEAD OF SALES, ENTOURAGE FINANCE

3:30PM - 4:00PM COFFEE BREAK

4:00PM - 5:00PM SESSION 6: TIME POOR? TIME TO OUTSOURCE

In this session, find out how partners can help grow your digital presence and generate leads.

MODERATOR:

ANNIE KANE, EDITOR, THE ADVISER

PANELLISTS:

- FABRICE BEILLARD, FOUNDER, AUSTRALIA BUSINESS COACHING
- DEENA JANE, MANAGING DIRECTOR, YOUR CLIENT MATTERS
- GINA LEDNYAK, CEO, L&A SOCIAL
- JIM STEWART, CEO, STEWART MEDIA

5:00PM CLOSE

*This agenda is subject to change.



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