

The Adviser DIGITAL MARKETING BOOT CAMP 2016

Principal Partner

SUNCORP BANK 

AGENDA 2016

8 CPD HOURS AVAILABLE

8.30AM REGISTRATION OPENS

9.20AM WELCOME AND OPENING REMARKS

9.30AM - 10.30AM SHINE THE LIGHT ON YOUR BUSINESS' EXPERTISE

Publish the right content in the right place online to show your prospects and customers why you're perfect for them, using a simple, proven process

- Understand the importance of blogging and publishing content
- Learn how to write your bio/business story for the web and social media platforms
- Use helpful content to build a reputation as the go-to broker in your locality
- Become an attraction business by publishing content your customers are searching for
- Discover how to source top quality industry-specific content for free
- Save time by working smart, not hard

SPEAKER: TREVOR YOUNG, FOUNDER & CHIEF, PR WARRIOR

10.30AM - 11.15AM MORNING TEA AND NETWORKING

11.15AM - 12.15PM LINKEDIN STRATEGIES FOR SUCCESS

Learn how to build authority online and cultivate a robust network of prospects and clients - without cost and with limited resource output.

- Get the basics right on LinkedIn and grow your referral network effectively
- Use LinkedIn to promote yourself as a mortgage specialist in your area
- Learn how to be effective in prospecting for new clients
- Write and publish with authority
- Leverage your connections with your current network of clients
- Learn social media etiquette and how to handle negative comments
- Create a strategy for LinkedIn and discover time-saving methods

SPEAKER: STU ATKINS, FOUNDER, STUATKINS.COM

12.15PM - 12.45PM HOW TO USE EMAIL MARKETING TO CREATE AND CONVERT ALL THE MORTGAGE BROKING LEADS YOU WANT

- Why you need an email list and how to take a strategic approach to email marketing
- Segmentation - how to think about it and how to do it
- How to create an email program that delivers for your leads, prospects and customers at each stage of the buyer journey, growing your list and your sales
- The power of automation and how it can unlock revenue and save you time, even if you don't have a big budget, an existing list or an IT team
- How to convert a lead to a sale via email

SPEAKER: MICHELLE FALZON, FOUNDER, WE ARE CONTENT

12.45PM - 1.30PM LUNCH AND NETWORKING

1.30PM - 2.00PM HOW TO DECREASE YOUR LOAN CHURN AND TRAIL RUN-OFF AND INCREASE YOUR RETENTION AND REFERRALS USING EMAIL MARKETING

- How to use email 'after the sale' to nurture and retain your existing customers and turn them into raving fans who won't even think of going to another broker even think of going to another broker
- How to use email to become indispensable to your existing customers and generate all the referrals you need

SPEAKER: MICHELLE FALZON, FOUNDER, WE ARE CONTENT

2.00PM - 2.20PM BROKER HOT SEAT

- Learn from *The Adviser's* experts who are already reaping the benefits of digital marketing
- Their best digital solution - real-life examples of how they have won business through social media

2.20PM - 3.20PM FACEBOOK ADVERTISING STRATEGIES TO GENERATE PREDICTABLE LEAD VOLUME

- Why Facebook advertising is the golden goose right now
- How to generate leads for your funnel
- How to create 'awareness' ads that actually work
- Boost your conversions
- Learn from a successful broker case study

SPEAKER: BETH POWELL, FOUNDER, DIGITAL MARKETING CLUB

3.20PM - 3.45PM AFTERNOON TEA AND NETWORKING

3.45PM - 5.00PM SO MUCH TO DO AND SO LITTLE TIME

Your guide to efficient and practical digital marketing.

- What to do first, second and third
- Resourcing and Outsourcing - what you can time-effectively control and who should take care of everything else
- Take everything you learned in the Boot Camp and bring it all together. What are your next steps?

SPEAKER: BETH POWELL, FOUNDER, DIGITAL MARKETING CLUB

5PM CLOSING REMARKS

*This agenda is subject to change

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