

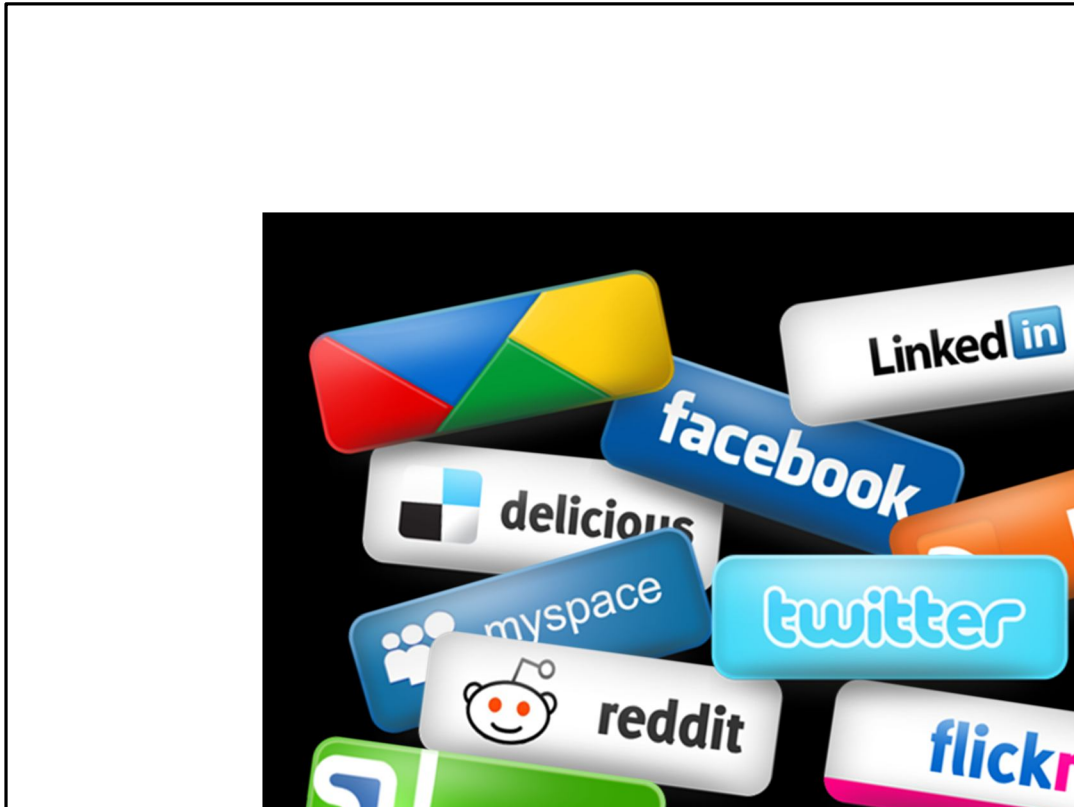
- PT ASKED ME TO RUN THROUGH HOW WE USE SOCIAL MEDIA & DIGITAL MARKETING
- I RECOGNISE THE CHALLENGE OF SMALL BUDGET VS BIG IDEAS
- SOCIAL MEDIA IS FINANCIALLY FREE, JUST COSTS TIME
- IF YOU HAVE THE TIME YOU CAN COMPETE WITH THE BIG BOYS ON A LEVEL PLAYING FIELD



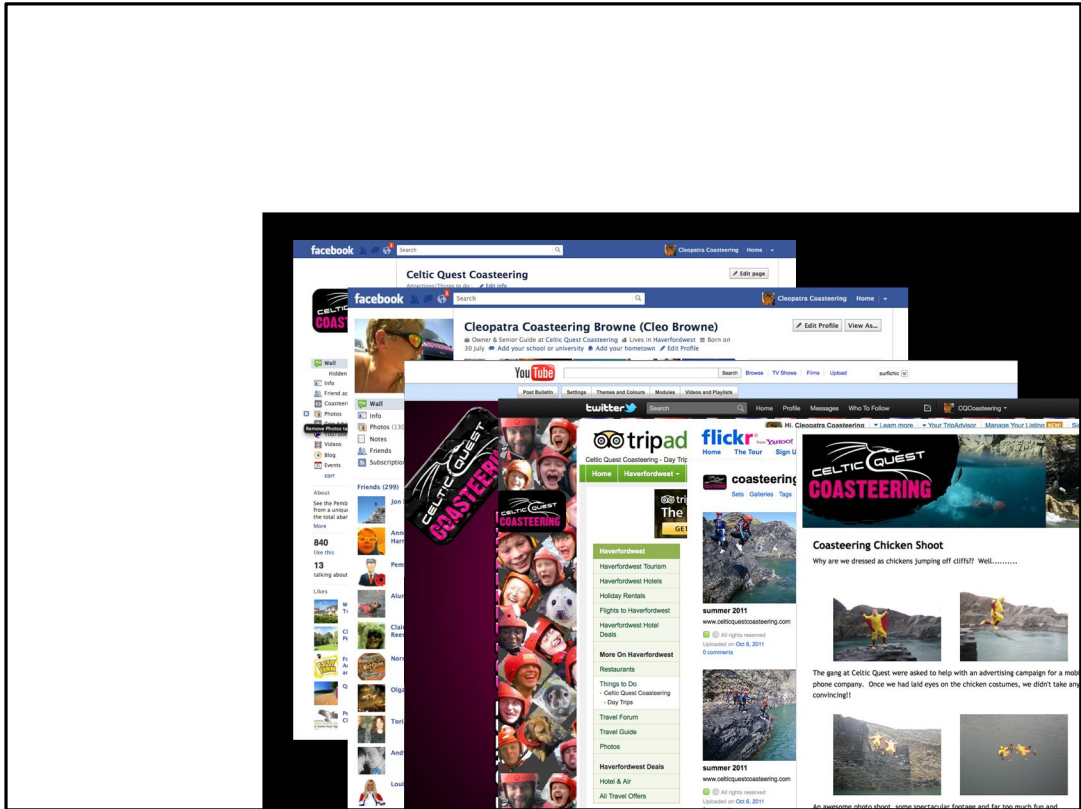
- THROUGHOUT OUR ONLINE MARKETING CAMPAIGN WE TRY TO GRAB THE PUBLICS ATTENTION AND BE A LITTLE DIFFERENT
- THE WIERDER SOMETHING IS THE MORE IMPACT IT HAS
- CHICKEN SHOOT - explain



- ALL OUR MARKETING EFFORTS DIRECT THE USER TO OUR WEBSITE
- VISA VERSA SOCIAL MEDIA CHANNELS CAN BE REACHED FROM OUR SITE



- Adv of social media.....
FREE MARKETING
CUSTOMERS EXPECT IT
ENGAGE IN REAL TIME – I search organisations on FB etc
UP TO DATE INFO
Leads more likely to buy from org interacting with people than a static brochure site





HOW TO UPDATE

SMS

EMAIL

SMART PHONE

COMPUTER – LIVE & SCHEDULED

IF ALL ARE LINKED IT TAKES NO TIME AT ALL