



# **Digital Marketing That Works**

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A unique half day workshop for local businesses sponsored by

Bartfields Chartered Accountants

presented by David Oliver and John Braithwaite

## **Discover in this unique workshop how your firm can develop a digital marketing strategy to grow your business in today's market.**

We have witnessed unprecedented change in the last 3 years for UK businesses. A few years back, picking up the phone to market your firm was one of the obvious ways to market along with direct mail and fax shots. All that has changed. Client expectations have continued to rise, and global economic shifts send ripples around the world. As these changes occurred, what became increasingly clear was that UK firms need to position and market themselves in fresh and relevant ways. Simply put, UK firms need to embrace new technology, with a specific focus on digital marketing, and fast.

Your prospects, and most of your clients, are comfortable with technology, and are part of the 'blackberry generation'. Yet many businesses have simply not shifted with them. Of course some business owners argue that they will not win clients online or that digital marketing will not change the way they do business. The reality is simple; traditional marketing no longer works on its own.

However, many visionary firms are generating a significant return on investment through effective digital marketing today. Firms which equip themselves with relevant and intelligent digital marketing strategies and tactics now, will quickly outflank their competitors, giving themselves the very best possible chance to thrive and grow during the current market downturn. It's time to think smart. Intelligent business owners need to act today to ensure the success of their businesses tomorrow.

## **In just 3 hours we will lift the lid on Digital Marketing for your firm – you'll discover what works and what doesn't.**

This unique and powerful workshop has been structured to last just 3 hours and is sponsored by Bartfields Chartered Accountants.

This streamlined, content packed event includes lunch, making it as accessible as possible for busy partners, business owners and heads of marketing to attend. We have sponsored this event so there is a nominal fee of £30 (inclusive of VAT).

During this packed half-day we will tackle key, business-critical areas of digital marketing, giving you practical insights, proven case histories and rich content with over 50 tested ideas. Whether you are a sole practitioner or head of marketing for a large firm, this event will deal with: websites, e-brochures, email marketing, PPC campaigns and search engine optimisation (SEO). In fact everything you'll learn from tried, tested and proven digital marketing ideas to working templates can be implemented immediately. We'll even create a live PPC campaign for real hands-on experience and for interested delegates, we'll offer a critique of your website.



### **In just 3 hours you will discover:**

- Implications of the current economy and social changes in your business sector
- 5 steps to formulate a recession-beating digital marketing vision for your firm
- The widening void between leading firms and others
- Why most company's' websites suffer from an identity crisis
- Specific websites and strategies that work
- 6 critical areas of digital marketing with essential tips on how to master these
- Pay Per Click (PPC) Mastery – how smart businesses are using it to deliver quality enquiries
- Search Engines: The myths and the magic of SEO for small firms and nationals alike
- What exactly is Social Media - and what should your firm be doing about it?
- Converting more enquiries more of the time
- Generating genuine and cost effective enquiries from the right prospects
- Why a video is better than 1000 words

Plus many more practical ideas you can implement immediately

**To Book, call 0113 244 9051**

## About Insight

BARTFIELDS CHARTERED ACCOUNTANTS HAS SPONSORED THIS EVENT IN PARTNERSHIP WITH INSIGHT MARKETING. Insight has worked with UK companies for more than 30 years and understands the pressures and stresses of modern business better than most. We believe that whilst a number of forward-thinking businesses are taking advantage of the incredible power of digital marketing, the majority do not understand how to utilise or implement online marketing strategies. Of course, it is difficult for key staff and business owners or partners to find time for training, but for forward-thinking firms there has never been a more appropriate time to embrace digital marketing solutions or improve your current online strategy.

This workshop has been specifically designed to take delegates beyond simply spotting the opportunities which exist online. You will be taken to a new level of practical confidence and, we hope, leave inspired to embrace new opportunities. You will be given the practical tools to take action, and in turn inspire your team, through achievable profit driven digital marketing.

**Click video to play**



## About your Presenters

The workshop will be presented by Insight's highly experienced team, including:



### **David Oliver**

Insight founder, David Oliver, is a world-class inspirational trainer, speaker and author of 9 books. David writes every month to 8000 business owners and managers, and is viewed by many as one of the leading trusted voice on practical sales growth for UK firms. David has also featured regularly as a sales and marketing expert in the press, on television, radio and as a keynote speaker for national firms and regulated bodies. He has spoken to over 250,000 people.



### **John Braithwaite**

Head of digital marketing for Insight, John Braithwaite is a leading authority on digital marketing. John has spearheaded pioneering new approaches to digital marketing for modern firms. John has embraced and developed unique design concepts, effective PPC campaigning (he controls a PPC budget alone of over £20,000 per month), online video production, e-brochure marketing and much more. He is highly regarded by national firms as well as smaller businesses as someone with great technical experience and offers a unique insight into the way businesses need to generate new online business.



### **Dan Richards**

Manager of the lead generation team for Insight, Daniel Richards has been instrumental in the growth of literally hundreds of UK firms. His team specialise in relational appointment generation and have been responsible for over 1 million phone calls, setting thousands of pre-qualified appointments for business owners. Daniel advises a number of top 20 firms as well as smaller owner managed businesses looking for predictable growth. There are few with his understanding and experience of lead handling and enquiry conversion for UK firms.

## Q&A

It is natural to have questions, here are some of the most commonly asked ones. Please feel free to call our team on 0113 244 9051 if there is anything else you'd like to find out.

### **Can I bring a guest or one of my clients?**

One of our most common complaints has been that firms wish they had been told in our original literature they could bring a colleague, guest or a handful of clients with them. You can do exactly that. We have structured the day rate of £30 inclusive of VAT so that you can invite guests, clients or colleagues at a discounted cost.

### **We already have a website but it doesn't bring us any business, should I still attend?**

Simply by virtue of having a website puts you in the top 75% of UK firms. However, if you have a website and it isn't working for you, then we're confident that this workshop is exactly what you need to take charge of your online marketing and to change your current website for the better.

### **Why should I attend?**

The expansion in digital marketing and media has resulted in more and more people searching online for all types of business providers, including the services provided by your company. You should attend if you are looking to grow your firm, increase the number of enquiries you receive, want to improve your digital presence or provide a better impression of your firm online.

### **Who should not attend?**

The workshop will cover disciplines and tools that can be applied by a broad range of firms and is therefore deliberately designed for businesses of all sizes and technical ability. However, we like working and presenting to an audience keen to listen and learn, have a positive attitude and are prepared to implement good ideas and best practice if shown how and especially when given supporting evidence. If this is not you, or the firm you represent, this workshop is probably not for you.

## **Book Now**

Request your ticket today and you will discover over 50 practical digital marketing ideas and templates to implement immediately for your business. If you already have a website, you will get the opportunity to audit your own site and create a dynamic action list for change. Insight's team of marketing consultants will be on hand for the entire event and for a number of hours following it should you wish to talk with them on a one to one basis.

This unique workshop is packed with content driven by ideas and concepts used and tested here in the UK. You will benefit from firsthand experience, confident in the knowledge that the ideas are practical and ready for implementation. When you've completed this dynamic, business-changing workshop, you will take away a 20 page workbook to help you root this content into practical application.

### **TO BOOK YOUR PLACES NOW**

email: [davidpmiller@bartfield.co.uk](mailto:davidpmiller@bartfield.co.uk) or via telephone: **0113 244 9051**

## **Book within 7 days to claim your FREE audio CD**

Book your places for this unique digital marketing workshop now, and you will receive your free 'Grow your firm' CD absolutely free of charge. Presented by David Oliver and valued at £49.99, this practical and high quality recording is available totally free of charge for collection on the day at your seminar registration desk.

## **About Bartfields Chartered Accountants & Insight Digital Media**

Bartfields Chartered Accountants are different from other accountants. We are selective in the clients we act for as we aim to make our clients among the most successful, profitable and enjoyable to run businesses in the UK. We want to get to know our clients businesses inside out, enabling us to easily identify challenges and spot opportunities to enable them to develop.

We are proud to have sponsored this unique day with Insight Digital Media. Insight Digital Media is part of the Insight Marketing Group and exists to provide a 'full service' approach to online marketing for UK businesses - building on over 30 years of sales and marketing experience, capable of delivering effective solutions that work!

Insight offer all sizes of firm a wide range of services to cater for all their digital requirements: providing strategic direction as well as measurable new business opportunities.

## What others say . . .

“ Having attended Insight's recent seminar and bringing a number of key clients with us, I am writing to say how beneficial we all found it. I have to say that Insight are, for us, 'best in class' when it comes to marketing for accountancy firms and their clients. We are looking forward to the next one. ”



“ We put the whole of our sales staff - 24 in all - through this material. The results were superb. We came away with stacks of ideas to implement immediately. A brilliant investment ”

**David Frieslander, Profitable Internet Marketing**

“ I found the session exceedingly interesting and at times uplifting,... David Oliver is one of the best in the business... ”

...Had to rush at the end but would love to get copies of all of the CD's etc as didn't get time to queue. ”



- Simon Nimmo, Charles Cameron Associates

“ High Energy Charismatic Delivery - motivate yourself and your staff. The feedback from everyone who attended has been extremely positive and I am confident that we can put the skills and techniques into practice to help improve Microsoft's bottom line. In particular, I liked the simplicity of the format and the effectiveness of the techniques and tools. I look forward to working with you again in the future ”

**Brian Massey Corporate Business manger - retail Microsoft**



“ His unique skill lies in sales and marketing knowledge for professional services, construction, engineering and IT world-wide. He has the ability to help companies grow their business with the resultant increase in employment. He can help companies export their services. Many of the leading UK giants have put their staff through David's programme (including companies like British Gas, IBM, Laings, Lovell and Wimpey). He is almost certainly the leading global presenter in this highly specialist and professional field. I have no hesitation in recommending him highly. ”

**Nick Robinson Honorary Chairman The Marketing Guild Ltd**



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