

Digital Knowledge Exchange Digital Download Mentoring Day

Meet The Mentors



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Nick Cohen

Topics Nick can help you with include:

- Broadband and Connectivity
- VoiP



Rebecca Roberts

Topics Rebecca can help you with include:

- Sourcing a digital CRM
- What to look for when choosing your CRM
- How to manage your data from start up in preparation for your CRM
- CRM on a budget
- Growing your business with CRM
- The Customer Journey from sales lead through to account management
- GDPR – Sales and Marketing



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Mel Coupland

Topics Mel can help you with include:

- Website conversions
- Social Media
- Facebook advertising
- Content creation
- Digital Audits
- On site SEO



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Helen Barlow

Topics Helen can help you with include:

- Brand Strategy
- Campaign Marketing
- Brand Identity

One Line
design for a difference™



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Jackie Killard

Topics Jackie can help you with include:

- Helping businesses to understand what digital connectivity options are available from all of the providers and differences and how they can benefit their business
- Helping businesses to understand digital and IP telephony; what options are available, differences, how these could benefit their business growth plans and productivity plans.



Telecom



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Laura Kemp

Topics Laura can help you with include:

- Social media
- Content Marketing
- Digital Marketing Strategy



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John Burgess

Topics John can help you with include:

- Digital accountancy packages
- Profit improvement techniques
- Cloud accounting

sagars | chartered accountants
and business advisers



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Heather Robinson

Topics Heather can help you with include:

- Search Engine Optimisation (SEO)
- Google Ads
- Facebook Ads
- Email Marketing
- Content Marketing
- Website design and usability to increase conversions



Beth Hewitt

Topics Beth can help you with include:

- Email Marketing
- Blogging
- Content Creation



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Andy Green

Topics Andy can help you with include:

- How to plan for, film, edit and post multiple self-made videos using a mobile phone.
- Making a professional video that explains your services and attracts new business.
- How to plan for and budget a video from scratch using a professional production company.
- Setting video marketing targets in order to get a return on your videos investment.



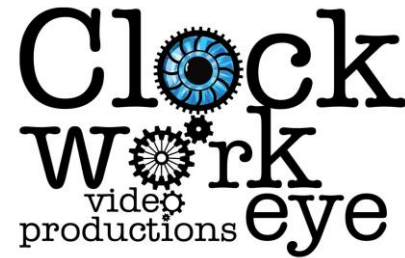
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Gareth James

Topics Gareth can help you with include:

- Researching who your audience are and most importantly where they are online.
- Building video marketing strategies that engage with your target audience.
- Setting up and managing YouTube channels and getting your content seen.
- Distributing video content across social media and getting the best results from your videos.



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