



Digital & Social Media Marketing Masterclass

Friday 2 February, 2018

Become a marketing specialist

The digital revolution has changed customer engagement. Come along and learn how to apply our 5-step process to extend customer reach, engagement and conversion via the various digital and social media channels.

The workshop is a mix of theory and practice allowing you to work on your organisation's digital and social media marketing during our facilitated break-out sessions.

Whether you are an SME, non-profit or a social enterprise you must have a digital strategy in place. If you need help to get your digital and social media right, make sure you join us.

Still unsure whether this workshop is the right fit for you? Just send Timo or Yannick a message and discuss it further.

Highlights

Applying the 5-step digital marketing process

Segmentation and persona techniques

Developing objectives along a conversion funnel

Converting prospects into clients

Producing engaging content on a shoe-string budget

Date: Friday 2 February 2018
Time: 9:00am - 16:00pm
Location: Griffith University, Southbank Campus, S06_2.02 (Ship Inn)
Price: **Early bird: \$399** (until 5 January 2018). After this date the price is \$499
Catering: Full day catering included
Queries: Contact Dr Timo Dietrich via email at t.dietrich@griffith.edu.au or Yannick van Hierden via email at y.vanhierden@griffith.edu.au

REGISTER: griffith.edu.au/brisbanemasterclass2018

Timetable

Time	Topic
9:00 - 9:30	Digital trends 2018
9:30 - 10:30	5-step digital marketing process
10:30 - 10:45	Morning tea
10:45 - 11:45	Brand narrative workshop + breakout session
11:45 - 12:45	Segmentation and persona workshop + breakout session
12:45 - 13:45	Lunch and networking
13:45 - 14:45	Building a conversion funnel, content plan and objectives + breakout session
14:45 - 15:00	Afternoon tea
15:00 - 16:00	Producing content on a shoe-string budget



Dr Timo Dietrich

Dr Timo Dietrich holds a joint position with Griffith University and The University of Queensland as a Lecturer and Postdoctoral Research Fellow respectively.

Timo is an expert in digital and social marketing and applies both to deliver effective behaviour change programs. He has published in 48 peer-reviewed books, journal papers, and conference papers.

Timo is an avant-garde social marketing technophile who uses a suite of behavioural theories to engage and move consumers along the conversion funnel. He works with a diverse range of industry partners and clients from the finance, technology, and health sector.



Yannick van Hierden

Yannick van Hierden is Marketing Assistant with Social Marketing @ Griffith.

With a background in marketing and communications, Yannick is experienced in strategic branding, positioning and digital marketing.

He works from an outside-in approach and treats the customer as the starting point of all marketing activities. Specialised in the customer journey and buyer personas, Yannick has developed several content strategies to increase website traffic, leads and clients.

As a digital nomad, Yannick knows where to find the customers online, and how to reach them with the right information at the right time.