

Websites and digital marketing: Maximising the potential!

Date: **12th November 2013**

Time: **10- 11am**

Location: **Invent DCU**

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“Last year Irish consumers spent €4 billion online. For a small country in a recession this is very impressive spending power. Still, Irish businesses were only able to attract 25% of these sales and according to recent statistics 40% of small businesses don’t even have a website.”

In the good old days an Ad in the paper or a sign out the front would communicate your features and benefits to the world. Now we must build diverse user friendly experiences to excite and inform consumers and drive sales. It is a game where the rules are constantly changing. **This talk will focus on how to identify, assess and engage in the latest online opportunities to grow your business.** We will demystify a lot of the jargon and look at the most modern approach to:

**Design – Marketing – Copywriting - App incorporation - Domain registering
Professional hosting - Search Engine Optimisation - Social Media**

These are the tools you will use to build an effective strategy to grow your business but there is no one- size- fits all solution.

***Desmond Fitzpatrick** recently returned to his native Ireland and founded the digital media marketing company - Some Yoke. He manages complete digital solutions for his clients and also a consultancy where he can appraise and help improve your existing website and social media marketing. He has worked for some of the biggest media companies in the world at the highest level, implementing new protocols for Yahoo in New Zealand, the Yellow Pages in Australia and running campaigns for Sony, Panasonic, LG and Phillips.*

