

IRENE DICKEY

DIGITAL MARKETING & BRANDING SPEAKER

SPEAKER TOPICS



MARKETING STRATEGY FOR LEADERS

It's an exciting time to be in business. There are constant challenges and opportunities. Understanding marketing strategy, the processes, tools and best practices can provide an organization with a competitive advantage. If your organization could benefit from an overview or a drill down of what marketing strategy is, this presentation can provide you with content that will have you looking inside of your organization, outside of your organization, at which customers you can will with and key strategic marketing decisions.

DIGITAL MARKETING

Digital marketing strategy is essential in today's business environment. Keeping up with the changing digital landscape is also critical. Then organizations must integrate digital with traditional tactics to make an impact with customers and potential customers. What should businesses know? Digital marketing spans topics from the digital customer; website and search engine optimization; search engine marketing; social media strategy, mobile marketing, content marketing; trends; best practices and more.

SOCIAL MEDIA STRATEGY

It is no longer a question of whether to implement a social media strategy, but how to do it. With new platforms constantly being developed and current social media platforms changing, this topic is necessary for all businesses. Understanding digital customers and the spaces they use, why they use them, when they use them and more can help a business compete – but more important – be really meaningful and impactful to customers. Strategically and effectively managing your social media strategy will make a difference to your customers and business!

CONTENT MARKETING

Every time you communicate with a customer or potential customer, you are creating and delivering content. There are strategies to be effective and impactful with meaningful content. The Content Marketing Institute defines content marketing as "a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action."

You can tell if a piece of content is the sort that could be part of a content marketing campaign if people seek it out, if people *want* to consume it, rather than avoiding it.

BRANDING

Branding is one of the most important aspects of any business, large or small, retail or B2B. An effective brand strategy gives you a major edge in increasingly competitive markets. Your brand is your “promise” to your customers. It tells them what they can expect from you and your products each and every time you connect. Branding defines and differentiates a business from others. It can be powerful and impactful. Powerful and genuine strategies and best practices for branding can truly differentiate one brand from others.

PERSONAL BRANDING

Have you ever thought of how you want to appear to the world? Your brand should be a reflection of who you are, what you believe in; what you stand for; and what your strengths and weaknesses are. Remember, people connect with other people. Building a personal brand is first and foremost developing an understanding of your true self, and then sharing that with the world. Effective strategies and processes can help you build your brand personally then communicate that brand personally and in digital and traditional spaces.

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