

adviser  
Innovation  
**BOOT CAMP**  
**DIGITAL MARKETING**

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**8.30am REGISTRATION AND NETWORKING**

**8.45am – 9.00am MC WELCOME**

**9.00am – 10.30am BECOME AN ATTRACTION BUSINESS – BUILD A STRONG PERSONAL BRAND, GENERATE WARM ENQUIRY AND GROW YOUR BUSINESS THROUGH SIMPLE, DIGITAL MARKETING PRACTICES**

**Speaker: Tim Reid, Host, Small Business Big Marketing Show**

The host of the number-one rated podcast *Small Business Big Marketing Show*, will unveil his tactics to:

- Generate more pre-qualified leads and grow your business through digital marketing
- Overcome your perceived personal limitations to get started today
- Create and amplify content to better engage potential and current clients
- Keep your content, site and digital communication fresh and exciting
- Elevate you as the number one digital personality in financial advice or geographic market
- Turn your knowledge and experience into digital marketing gold
- Use video, podcasting, blogging and self-publishing to be the go-to financial adviser in your local market and be the referral partner of choice

**10.30am – 11.00am COFFEE BREAK AND NETWORKING**

**11.00am – 11.30am SPONSOR SHOWCASE**

**11.30am – 1.00pm TIME-EFFECTIVE USE OF DIGITAL PLATFORMS TO ELEVATE YOUR BUSINESS**

**Speaker: Adam Franklin, Founder, Bluewire Media**

Digital marketing and social media expert Adam Franklin, will deliver his secrets to:

- Create a winning practical digital marketing strategy that gets results – without the fluff
- Boost lead generation, referrals, sales and revenue with proven tactics and without massive expense!

- Use email marketing to build tribes of loyal followers and make them take action TODAY
- Leverage digital networks, distribution centres, referral partners and other engagement engines to be the financial adviser that gets results

**1.00pm – 2.00pm LUNCH AND NETWORKING**

**2.00pm – 2.30pm SUPERCHARGE YOUR BRAND WITH SOCIAL MEDIA**

**Speaker: Adam Franklin, Founder, Bluewire Media**

In this practical, interactive and jargon-free session Adam will deliver easy-to-use strategies to:

- Use social media effectively and quickly to be the financial adviser of choice
- Reinvigorate your personal brand, nurture leads and attract clients through LinkedIn
- Create your strategy for using social media – and making sure it doesn't consume your life!
- Choose the social media platforms that work for your business
- Handle social media negativity plus tips to respond to unwanted or unwarranted public customer complaints
- Connect with existing customers using Twitter and the tools of the trade to save time and build your social media team

**2.30pm – 3.00pm SPONSOR SHOWCASE**

**3.00pm – 3.30pm COFFEE BREAK AND NETWORKING**

**3.30pm – 4.15pm THE SECRETS OF DIGITAL LEAD GENERATION**

**Speaker: James Parnwell, Director & Online Marketing Adviser, The Online Co**

This session will equip you with the inside knowledge that only the experts know to help you make an impact today:

- Learn how to compliment AdWords with Pay Per Click and Search Engine Optimisation
- Understand the tactics to capture even more leads with "re-marketing"
- How to control all aspects of your digital marketing and

- generate leads... even while you're sleeping
- What you need to do to take action today – steps to get started
- Generate the maximum number of leads through your website
- Uncover what Google wants from you in 2016 to achieve the best possible ranking
- Simple tips that you can engage today to make the Google search work for you

**4.15pm – 5.00pm ADVISER HOT SEAT – LEARN FROM ADVISERS THAT ARE ALREADY REAPING THE BENEFITS OF DIGITAL MARKETING**

**Moderator: James Parnwell, Director & Online Marketing Adviser, The Online Co**

**Panelist: Corey Wastle, Co-founder and Financial Adviser, Verse Wealth**

**Panelist: Darren Farley, Owner, Enva Financial Services**

**Panelist: TBC**

Join the nation's top financial advisers as they share their secrets on:

- Digital marketing activities that led to new and repeat business
- The biggest mistakes they've made and how they've responded
- Short cuts to get digital-active today – without having to spend thousands on marketing consultants and other "experts"
- Their best digital deal – real life examples on how they've won business using social media
- How to get help in your business to realise the opportunities offered by smart digital marketing – hiring, firing and everything in-between
- Strategies for effective database marketing

**5.00pm CLOSING REMARKS**

\*Speakers and Agenda subject to change