



One Day
Digital
Marketing
Intensive



MailChimp

Digital Marketing consulting for People,
Companies and Organisations ready to
take their messages to the next level of
engagement.

Central Coast

One Day Digital Marketing

INTENSIVE

with Susan J Sohn

1

What You'll Take Away

If Content is KING then Engagement is QUEEN

Understand how creating and developing compelling content can enhance and grow your level of engagement.

What kind of content will generate clicks and interest?

How do we Engage Authentically whilst using Automated Systems?

Who is our target market and how do we find them?

What role does each Social Platform play?

Find the Sweet Spot towards Relational Transactions

What value should you place on your database?

Why is the first dollar the hardest to get?

Identify the Why behind the What and I'll show you how

One Day Digital Marketing

INTENSIVE

Street Cred

Susan Sohn has developed a product resulting in over 200 million Twitter Impressions for Clients. She has increased a client Facebook page from 35,000 followers to over 1 Million engaged followers. Launched Radio Engagement to over 200,000 people with top shows generating over 20,000 downloads.

Susan J Sohn is a verified social/mobile/online media maverick who is sought after both locally and globally for her insight into the digital space. Having built her brand through early adoption of social platforms, she has deep working knowledge of each platform and how they speak to each other. Susan works with Start-Ups, Small Business, Not For Profits and Large Organisations. She is known for her ability to embed herself within an organisation allowing her the opportunity to develop a digital strategy for her clients.

One Day Digital Marketing
INTENSIVE

What Others Say

'I attended one of Susan's Get Real live social media training workshops and I'm so glad that I did! After listening to the information given and taking some time to think over it- I can see that this is the very thing that our business is needing! I'm very grateful for the time that Susan took to train myself and the others who attended. Her workshop was professional, yet personalised and allowed each of us attending to ask questions and talk through scenarios which applied to our own area of interest. I would highly recommend this training and also Susan herself to anyone looking to increase the potential impact of their business or organisation'. - Katie Kobler, Your Choicez

"Susan J Sohn unpacks the speed and complexity of social media with her engaging style and some great strategies for making it work for your company."
- Claire Braund – Women on Boards

"Susan was excellent to work with. She is personable, inquisitive, focused and kept me in the loop of decision-making and strategy at all times.

Susan has an excellent understanding of how social networking works and she was able to harness this in order to focus our communication.

Further, Susan expresses natural warmth that makes communication easy. She displays genuine interest and personal engagement in the process and I am convinced this is the secret to her effectiveness. Susan displays great personal integrity in all her dealings. For me, this element is a deal breaker: competence without character leads to corruption. I am delighted that Susan has such high personal standards.

I warmly commend her to any company looking to grow their brand in the public sphere." - Andrew Palmer, Director, Beyond Festival

4

A Glimpse

Susan speaking at a Business Lunch in Virginia Beach, USA. Speaking about 'Engagement, the Game Changer'



**Limited
Numbers**

**Confirm
Your Spot**

Today

[Click Here to Book](#)