

Social Media for Profit

#socialmediaforprofit2019

SUPERSONIC INC
MAKE YOUR BRAND BOOM

Avocado Social

20th September 2019 ~ Chartered Accountants Hall, 1 Moorgate Place, London EC2R 6EA

1.30pm – 2.00pm: Registration

2.00pm – 2.15pm: Welcome and Introduction: Mark McCulloch – A short welcome to talk through the day ahead, some key objectives for the event, and what to expect in terms of content and burning questions.

2.15pm – 2.45pm: Hot trends and tips for 2020: Mark McCulloch – The social media landscape is changing by the millisecond and it's exhausting to try to keep up with the daily changes, know what you should focus on and what the next big things are from our point of view as social media strategists. This will include channels, content, what the great and the good are doing and some untapped areas you may be neglecting. We have been researching, listening and watching what the best brands are doing so you don't have to.

2.45pm – 3.15pm: How to nail stories to get more bookings: Alison Battisby – It's true, more users are engaging with Instagram Stories than Newsfeed within the world's favourite photography app. Learn the latest design tactics to see real success from your Instagram Stories. We'll show you how to tell a good Story through a series of frames, create your own bespoke graphics and drive more clicks.

3.15pm – 3.45pm: How to create an authentic influencer partnership, the do's and don'ts: Alison Battisby – Influencer marketing is either embraced by brands or despised by brands. It is important to take note of its success and not knock it until you've tried it (properly). We'll cover the do's and don'ts of working with influencers to best champion your brand. We'll also take you through the checklist of the most important considerations – from legalities to making the most of content. Once you know this, it could change your social media content and success forever.

3.45pm – 4.00pm: Coffee Break

4.00pm – 4.30pm: Using employees as brand advocates: Mark McCulloch – A huge social media trend for 2020 is your personal brand. Customers want to connect with humans, not badges and brands. Stop relying on one person to create your social media content when you could utilise your entire company – from chefs to chief executive. Here you'll learn how to grow your reach and create more content by making everyone an in-house influencer. You'll also learn how to create a personal brand and use your most senior people to make your brand much more human, relevant and accessible.

4.30pm – 4.55pm: Structuring your social team and budget: Mark McCulloch – The biggest question surrounding social media is what time, resources and ROI should I expect when executing my plans and strategy? In this session we'll walk through the structure, budget and expected return you require to feel more confident and be more successful when it comes to social.

4.55pm – 5.15pm: Five ways to make your social media ads convert: Alison Battisby – Social media advertising is an extremely effective way to reach your ideal customers in social media. In this session we'll take you through the five key steps to ensure your social media adverts are working successfully, including targeting and budget. You'll also be inspired by some of the most creative hospitality adverts from around the world.

5.15pm – 5.45pm: Creating a voice strategy: Guest speaker Geraint John – Geraint John is founder and managing director of Move Digital. Voice marketing is here, yet most brands have no plans in place to take advantage of it. There are 13 million smart speaker users in the UK and two-thirds of them are Amazon Alexa owners. So what should you do? Geraint is one of the foremost minds in the UK regarding AI and voice. Geraint will tell you why voice is so important, what it can do for your business, where to start and how to build your voice strategy before you launch a new way to reach your customers that will leave your competitors behind.

5.45pm – 6.00pm: Questions and Answers

Mark McCulloch is one of the leading food, drink and hospitality brand and marketing minds in Europe. Mark has more than 20 years' brand, marketing, digital and social media experience holding senior positions at lastminute.com, Barclaycard, YO! Sushi and Pret A Manger. Mark co-founded brand and marketing agency WE ARE Spectacular in 2012 and now runs premium brand and marketing strategy consultancy Supersonic Inc, based in London and Brighton, helping C suite-level marketers and executives amplify their business across multiple sectors.



Alison Battisby is an international social media speaker and consultant with more than a decade of social media marketing experience. Alison has been involved in some ground-breaking social media projects for brands such as Nokia, Tesco, Estee Lauder and Pringles, as well as a range of UK startups and growing enterprises. Alison founded Avocado Social in 2014 and is accredited by Facebook and Instagram, working with them to teach marketing professionals the latest strategies.



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