

## **‘Marketing Your Business’ Online Clinic**

*The value of using PR/content to project brand messaging/support campaign plans*

**Friday 16<sup>th</sup> December 2022**

**10:00am – 11:30pm**

**Free of charge to CBA Members**

### **About this presentation**

“The value of using PR/content to project brand messaging/support campaign plans”

- Increases credibility and visibility – balanced articles project you as being an honest, reliable source for information, in turn creating trust
- Positions brand as leader – adds value to your proposition/s, you become seen as the experts
- Reaches existing and new audiences – target horizontal and vertical markets with audience appropriate messages with in-depth messaging
- Helps SEO – Featured on high ranking websites

Cost effective, as well as measured – cheaper than advertising, also circulation figures, click throughs, increased website visits can be checked

### **About Shrewdd Marketing Limited**

Shrewdd is a B2B marketing agency specialising in creating, developing, and implementing digital and traditional marketing campaigns. Services include: PR, social media management, branding, design and SEO

### **About the Presenter – Alf Lombardi, Shrewdd marketing**



Alf set up Shrewdd in 2003. Together with the team he has developed strategic and tactical marketing campaigns across the UK and internationally, delivering significant shareholder value, as well as ROI, for clients large and small.

Prior to setting up Shrewdd he was responsible for developing strategic sales and marketing campaigns for some of the world’s foremost technology companies, successfully leading efforts to introduce broadband access technologies across Europe and the Americas.

He was responsible for negotiating the supply of the world's first digital cable set top boxes to Telecom Italia, the marketing campaign for Europe's first digital TV set top boxes in Italy, also sales and marketing for the world's first cable modems across Europe.

**BOOKING FORM**

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<b>Delegate Details</b>			
<b>Name (First &amp; Last Name)</b>	<b>Email Address</b>		
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For further information on this presentation, please contact Karen Harvey at [karen.harvey@chemical.org.uk](mailto:karen.harvey@chemical.org.uk) or 01270 258200.