



Half or Full-Day Interactive Coaching Workshop / Bootcamp

Digital Marketing Decoded + How To Generate Revenue Online

For Small Business & Entrepreneurs

Is this you?

When it comes to online marketing options for entrepreneurs and small-business people, there is good news and bad news.

They're both the same news.

Good news: Lots of choice! There have never been more tools to work with, more choices available, more potential time and productivity hacks to help us grow our business or interest.

Bad news: Lots of choice! We can quickly get run ragged, constantly distracted by all the new trends and toys. We become slaves to the distraction and a master of none. Or worse yet, paralyzed into inaction.

Not to worry. It's simpler than you think.

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Decoding Your Digital Dialogue

Here's some of what we'll cover, depending on your immediate need and level of comfort:

- **Social Media:** which to choose and how to do it
- **Websites:** relevance, purpose and construction
 - How to build a website for next to nothing or improve yours by leaps & bounds
- **Why you must be building our own distribution channel**
 - **Video,** and why you're best to get on board
- **Basics of technique** like SEO, keywords, optimization
- **Tools Overview:** time and resource hacks that will make you seem much bigger than you really are
- **Online marketing vs traditional** (radio, TV, print, outdoor) and how to make them work well together
- **How you can boost your retail revenue** without creating a new location or changing business models
 - **Where to get free on-going social media and web support & training**



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Key Takeaways:

You're not only going to leave this workshop empowered with a ton of valuable knowledge, you'll be equipped with easy and effective tools and support to keep you moving ahead long afterwards.

This workshop can *make* you money by saving you an incredible amount of time, opening your eyes to the incredible resources at your fingertips, and empowering you with the ideas and information to get started.

**Contact Kevin Bulmer to check availability
& book your Bootcamp:**

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www.kevinbulmer.com



Digital Marketing ... Decoded!



Other available bootcamps:

Gear Up Your Marketing Results: The Advertising Tune-up

**Navigating Change: The 4 Keys To Sustainable Productivity
& Organizational Effectiveness**

**Pure Potential: Discover, Plan & Achieve Your Goals
(How Take the Lead In Your Life & Work)**

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