



***How accountants
can become digital
leaders***

19 JUNE 2019

The webinar will begin shortly...

Business & Management
20 minute lunch



Warren Knight

DIGITAL

INNOVATION

**DIGITAL
CUSTOMER**

THE SALES & MARKETING PLAYBOOK IS BROKEN

February 2015 WK 7

23 Monday 10:00-11:00
STRATFORD TRIP ON
SALE @ 10am

MAKING IT NEW 3-4pm
conting/modern: 6-8pm

24 Tuesday 10:00

atypatica

BEST OF PEAR WITH
Redbook @ 7pm.

THE 40TH 4-6pm

25 Wednesday

11-1pm

commercial 2 6-7pm
Tuning up 10:00-11:00

commercial 3: 5-6pm
commercial 4: 6-7pm

SCOFF STREET
FOOD FAIR, STRATFORD

26 Saturday 28

Midnight
event? 1:30-4:00

Sunday 1
St. David's Day

CENTER ISAL

Closing dance

DIGITAL

TRUST



Warren Knight Digital Transformation @warrenknight

**TWEET TO WIN
HONEY AND
BOOK**
@WarrenKnight
#digitalfirst



TRUST
AUTHORITY
CREDIBILITY

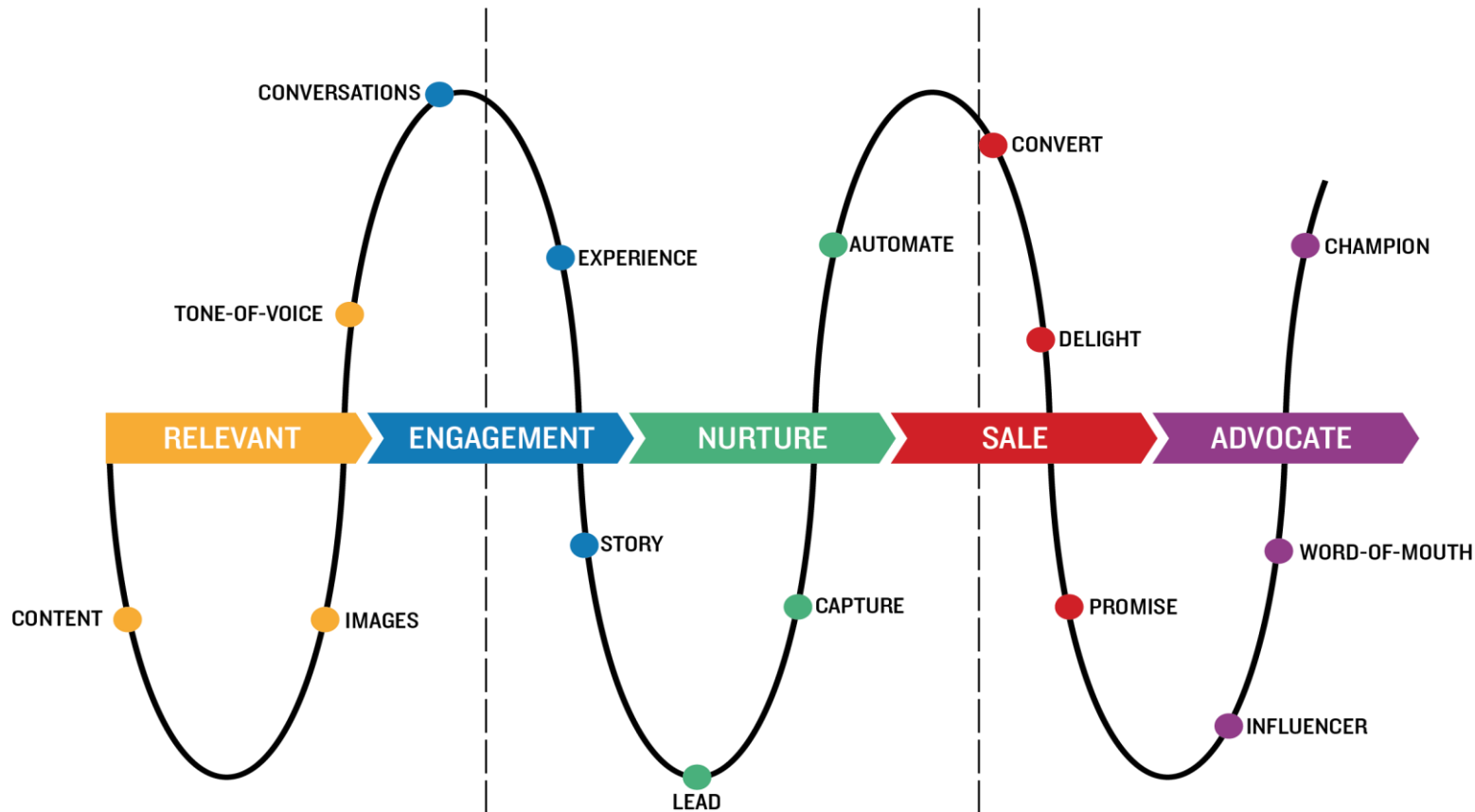
**“ POTENTIAL ONLINE
CUSTOMERS**
— are touched by a brand —
**9.2 TIMES BEFORE
PURCHASING ”**

VISITORS

PROSPECTS

CUSTOMERS

@warrenknight



ATTENTION + ACTION



RELEVANT

Home About Us Services Cloud Accounting Newsletter Map Contact Us

Contact Details

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Clifton-Crick Sharp & Co
40 High Street
Pershore WR10 1DP

Tel:

01386 561100

Mobile:

07809 742733

Email:

mail@clifton-crick.co.uk

Welcome to Clifton-Crick Sharp & Co

Clifton-Crick Sharp & Co. is a firm of Chartered Accountants based in Pershore, providing business services and tax compliance and planning services for a diversity of clients.

With a wealth of accountancy and taxation experience gained over thirty years, we assist businesses and their owners with all of their accountancy and taxation challenges, as well as giving relevant business advice.

Getting the right support and information, when you need it most, is vital for any business. Delays mean missed opportunities and bad decisions. It is especially important for new and growing small businesses to have professional assistance available immediately it is required, which is where our professional business advice steps in.

We can advise on all of the challenges that you and your business will face, be it accountancy matters, business advice, tax advice or bookkeeping.

Choosing the right advisers is a key decision for any business. We suggest a preliminary meeting, without any obligation, to discuss your requirements. We look forward to hearing from you.

Contact Clifton-Crick Sharp & Co Today

If you would like further details on any of the accountancy services we provide, please feel free to give our team a call on **01386 561100** or send us a quick message via our helpful contact us page.



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SSL
Secure
Connection



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ACCOUNTANT IN WORCESTER ACCOUNTANTS IN WORCESTERSHIRE BUSINESS START UP IN WORCESTER CLIFTON-CRICK SHARP & CO PAYROLL IN WORCESTERSHIRE

SECRETARIAL SERVICES IN WORCESTER



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HOW STRONG IS YOUR WEBSITE?

WEBSITE

EMAIL

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GET YOUR ANSWER >



Open SEO Stats

Chrome SEO Toolbar (Former name: **PageRank Status**)

http://taylorhobbs.co.uk/

@warrenknight



SEO Stats



Traffic Stats



Site Info



Page Info



Links Stats



Page Speed



Tools



Update History



Options



Donate

Canonical URL: http://taylorhobbs.co.uk/ 25

Title: Taylor Hobbs | Pershore based Accountancy Firm 46

Meta keywords: Not found -

Meta description: Not found -

Meta robots: Not found -

External links: 0 (0 nofollow)

Internal links: 2 (0 nofollow)

H1: ACCOUNTANCY WITH A DIFFERENCE 81

H2: Our Services | About Us | Our Clients | -->Bodenham Farm and Arboretum--> | -->Sandcastle Books--> | -->Pickled Plum--> | -->Dumbleton Nursery--> | -->Love Mondays--> | -->Prime Mix Marketing--> | -->PFC Group--> | -->Bodenham Farm and Arboretum--> | -->Sandcastle Books--> | -->Pickled Plum--> | -->Dumbleton Nursery--> | -->Love Mondays--> | -->Prime Mix Marketing--> | -->PFC Group--> | -->Bodenham Farm and Arboretum--> 408

Bold/Strong: 01005 810676 12

local accountant

En / Gb



23 Keyword Ideas

SUGGESTIONS

RELATED

Filters

| <input type="checkbox"/> | KEYWORD ? | <input type="checkbox"/> | VOL ? | <input type="checkbox"/> | CPC ? | <input type="checkbox"/> | PD ? | <input type="checkbox"/> | SD ? |
|--------------------------|-------------------|--------------------------|-------|--------------------------|-------|--------------------------|------|--------------------------|------|
| <input type="checkbox"/> | local accountant | | 1,000 | | £8.09 | | 63 | | 37 |
| <input type="checkbox"/> | local accountants | | 1,000 | | £8.09 | | 63 | | 37 |

| | | | | | | | | | |
|--------------------------|-----------------------------|--|-------|--|-------|--|----|--|----|
| <input type="checkbox"/> | local accountant | | 1,000 | | £8.09 | | 63 | | 37 |
| <input type="checkbox"/> | local accountants | | 1,000 | | £8.09 | | 63 | | 37 |
| <input type="checkbox"/> | local accountants near me | | 170 | | £7.17 | | 62 | | 24 |
| <input type="checkbox"/> | local accounting firms | | 140 | | £4.18 | | 35 | | 24 |
| <input type="checkbox"/> | local tax accountant | | 90 | | £6.09 | | 92 | | 41 |
| <input type="checkbox"/> | local accountants for taxes | | 90 | | £7.92 | | 90 | | 32 |

| | | | | | | | | | |
|--------------------------|-------------------------------------------------|--|----|--|-------|--|----|--|----|
| <input type="checkbox"/> | local accountants carlisle | | 20 | | £4.84 | | 34 | | 24 |
| <input type="checkbox"/> | the local accountant | | 20 | | £0.00 | | 17 | | 19 |
| <input type="checkbox"/> | local tax accountant near me | | 10 | | £6.62 | | 78 | | 29 |
| <input type="checkbox"/> | local accountants stockport | | 10 | | £0.00 | | 76 | | 36 |
| <input type="checkbox"/> | find a local tax accountant | | 10 | | £0.00 | | 71 | | 27 |
| <input type="checkbox"/> | local government accountant interview questions | | 10 | | £0.00 | | 43 | | 18 |
| <input type="checkbox"/> | the local accountant brinsdon | | 10 | | £0.00 | | 43 | | 18 |
| <input type="checkbox"/> | local government accountant jobs | | 10 | | £1.25 | | 34 | | 16 |
| <input type="checkbox"/> | local accountant birmingham | | 10 | | £0.00 | | 24 | | 21 |

BRANDING

BRAND
MARKETING
EXPERIENCE
GLOBAL
IDENTITY
SLOGAN
PRODUCT
MANAGEMENT
LABEL
RECOGNITION
QUALITY
AWARENESS

TRADEMARK
WATERMARK
ECONOMY
RESEARCH
PUBLICITY

CUSTOMER
LOGO
TRUST
CONCEPT

IMAGE
MEDIA
CORPORATE
RETAIL

ADVERTISING
PROMOTION
NAME
ELEMENT
VALUE
JINGLE
TAGLINE
BUSINESS
MARKET
FRANCHISE
SEGMENTATION
DEVELOPMENT
PERSONALITY

TARGET
TAGLINE
JINGLE
VALUE
ELEMENT
PROMOTION
NAME
ADVERTISING
ECONOMY
RESEARCH
PUBLICITY
CORPORATE
RETAIL

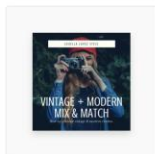
DESIGN
SEGMENTATION
DEVELOPMENT
PERSONALITY

What would you like to design?

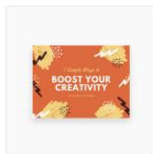
Try "Label"

E.g. Presentation Wide (16:9), Facebook Post, Poster, Facebook Cover, Instagram Post

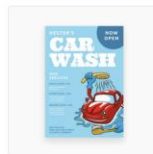
Recommended



Social Media



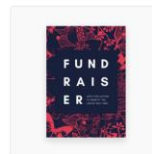
Presentation Wide ...



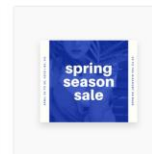
Poster



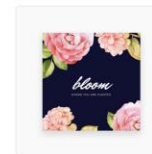
Facebook Cover



Flyer



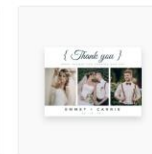
Facebook Post



Instagram Post



Blog Banner



Card

Your designs



Social Sales Webinar



Digital Leadership



Partnership Programme



Splendors of Nature



How To Fix A Broken Digital Marketing





@warrenknight

Home Services Sectors About us Latest from BHP People Careers Contact

Your business is our business

Our personalised service is second to none. We listen to where you've come from, and pay attention to what makes your business special, so that we can help you get where you're going.



Tweets 4,176 Following 1,738 Followers 2,154 Likes 977 Lists 2

Follow

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Joined February 2011

Tweets Tweets & replies Media

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Sheffield Business @unLTDbusiness · 3h

'My job title pretty much sums up the direction of travel for where accountancy & bookkeeping is heading – the cloud.'

In our latest If You Ask Me feature we're talking technology. Here @JoanneRoyley from @bhpaccountants shares her views:

unltdbusiness.com/if-you-ask-me-...

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KEYWORDS

1. HEADLINE
2. SUMMARY
3. EXPERIENCE
4. SKILLS

EMPOWERING CUSTOMERS THROUGH DIGITAL TRANSFORMATION

Warren Knight
Professional Speaker
London, United Kingdom
Current: Global Influencer

Warren Knight Professional Speaker
Professional Speaker Trainer Coach Top 100
Global Influencer Digital Transformation Author & Award-Winning Entrepreneur
London, United Kingdom
Add to LH

Warren Knight
St Columbas College
See contact info
See connections (500+)

Professional Speaker, Trainer, Top 100 Global Influencer, Digital Transformation (DX) Strategist, award-winning technology entrepreneur, blogger and author of Think #Digital First with over 10 years experience online. Warren specialises in taking com...

Your Dashboard
Private to you

| | | |
|----------------------------------|---------------------|-----------------------------|
| 4,495 Who viewed your profile | 1,484 Post views | 3,322 Search appearances |
|----------------------------------|---------------------|-----------------------------|



126%
more leads

81%
builds trust

434%
google index

CHATBOTS

LET'S HAVE SOME FUN

STEP 1: PICK UP YOUR SMART PHONE

STEP 2: GO TO warren-knight.com/chatbot

STEP 3: PLAY WITH A.I.

[Intents](#)[Entities](#)[Dialog](#)[Add node](#)

Customer Service BOT

Welcome

welcome

1 Response / 0 Context set



User says thank you

#thanks

1 Response / 0 Context set



Fallback

anything_else

1 Response / 0 Context set



@WarrenKnight

[Show help](#)

THAT ARE NOT BLOG POSTS



WHITEPAPERS



HOW TO GUIDES



CHECKLISTS



SHORT RANTS



WEBINARS



SHORT FORM VIDEOS (E.G. VINE)



**LONG FORM
VIDEOS
(E.G. YOUTUBE)**



MEMES



INFOGRAPHICS



CASE STUDIES



GIFS



SOCIAL MEDIA POSTS



PODCASTS



PHOTOGRAPHIC IMAGES

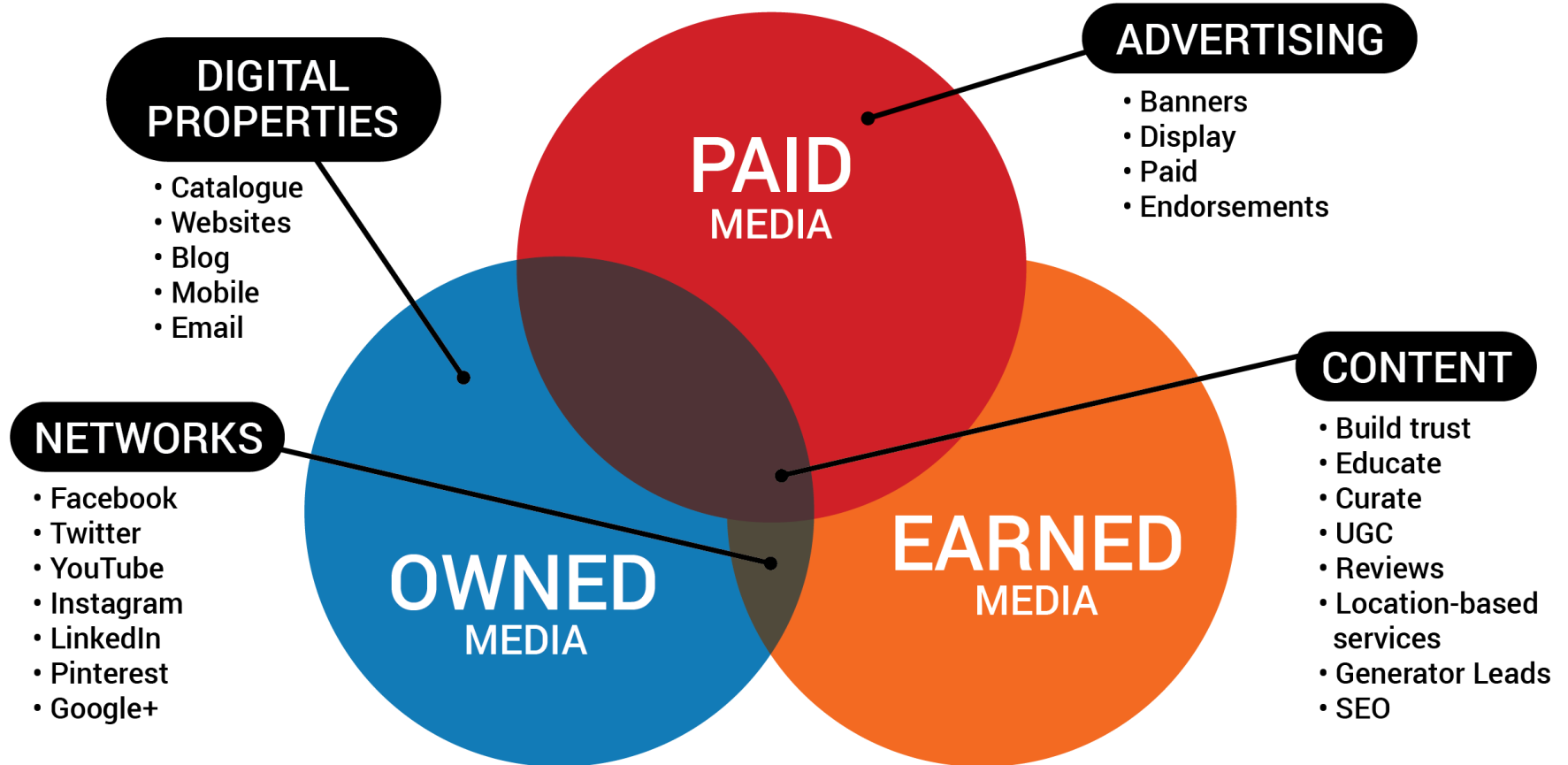


ANIMATIONS



@warrenknight

- Social Media**
- Website**
- Blog**
- Catalogue**
- Email**
- PPC**
- Letter Heads**
- Business Card**
- Book**
- Pop Ups**
- Poster**
- Trade Show**
- Google**
- Driving**
- Walking**
- P.R**
- Banners**



MORE ABOUT ME

Welcome, my name is Warren Knight and my vision is to help 100,000 companies go through a profound digital transformation of their business and organisational sales and marketing activities by 2020



wvrknight Calm before the
#DigiArena #digitaltransfor
#socialsales #digitalmarketi
#socialmedia #helsinki #finl
#marketingautomation #AI
#machinelearning #remark
lonny.hallstedt Looks great
weddingbells1 My home co
janemeans Wowzers
wvrknight And what a great
@weddingbells1
wvrknight Had lots of fun @
wvrknight Thanks @lonny.t
I've found your banner lol



46 like

Add a comment...



@warrenknights



Warren Knight Professional Speaker

Professional Speaker Trainer Coach Top 100 Global Influenc...
2w

60 minutes....

I'll be live on this stage talking about the challenges ...see more



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👍 Like



 Comment



 Share



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Warren Knight @WarrenKnight · Jun 16
Top 10 UK SME Blogs And Websites To Follow in 2018 ow.ly/87Ea30kvGjP

I am honoured to announce that I have won the accolade of Top 10 SME blog in 2018 by @ feedspot




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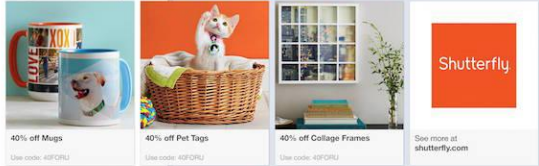
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👍 Like 9 💬 2 Comments ➦ 3 Shares

👍 Like 💬 Comment ➦ Share

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40% off Mugs 40% off Pet Tags 40% off Collage Frames See more at shutterfly.com

Use code: 40FORU Use code: 40FORU Use code: 40FORU

👍 Like 💬 Comment ➦ Share

@warrenknight

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free trial


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WWW.NATUREBOX.COM

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See this yet? We're giving you our 20-video Email Mastery Course free when you sign up for a free Drip account.

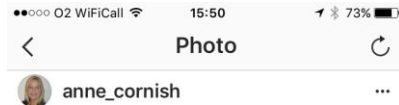
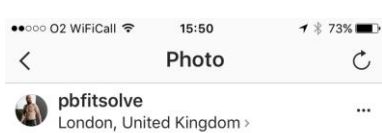


At Drip, we put together answers to that question and many more

[Free 20-Video Course] Email Marketing Mastery

We normally sell this course for \$79. Today, it's yours free.

DRIP.CO/EMAIL-MASTERY [Learn More](#)



32 likes
pbfitsolve [Awesome Author: Warren Knight]



Lizzie Durley @LizzieKristina
6 days ago

A great speech by @WarrenKnight at the Digital Innovation Show @getdigital2017 #DIS2017. Love my new reading book, thanks Warren! 🙌



Jacky Workman
Mentor, intuitive coach and Virtual Assistant providing business support to individuals and companies.
January 18, 2017, Jacky was a client of Warren's

I can highly recommend Warren's very detailed training programme 21 Day LinkedIn System, must say one of the best courses I've been on. Great tips and easy to follow steps with a good support system.

In addition to the great programme, Warren's book Think Digital First (7 simple steps so a social savvy business) is truly a comprehensive, not at all difficult to follow publication with 'bite size' paragraphs full of resource keeping the readers interest heightened. Great for new business startups as well as refresher for people like myself who have been in business some time.

My earlier suggestion to Warren .. there should be 3D mini me Warrens packaged and ready to go to do all your social media.



Tabitha Beasley
Managing Director 'The Marketing Assistant'
Declar client

Having heard Warren speak at the GrowKent event, I took on board his advice and put it in to immediate practice for my own business

Mintsource @mints0urce
Mar 31

is

Visit us @getdigital2017 & play our wheel of fortune game to #win @WarrenKnight amazing think #digital first book!







@warrenknight

7 Steps To Protect Your Assets After Brexit



Word Balance

An analysis of the overall structure, grammar, and readability of your headline.

| | | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|-----|
|  | COMMON after, to, your, | 39% |
|  | UNCOMMON Increase the number of uncommon words in your headline to improve your headline. | 0% |
|  | EMOTIONAL Increase the number of emotional words in your headline to improve your headline. | 0% |
|  | POWER assets, protect, | 26% |

The Demographics of Social Media Users in 2018

| Page | Page Views | Unique Page Views | Avg. Time on Page |
|----------------------------------------------------------------|---------------------------------------|---------------------------------------|----------------------------------------------|
| | 18,280 % of Total: 48.81% (37,452) | 16,227 % of Total: 50.20% (32,322) | 00:06:20 Avg for View: 00:03:07 (103.46%) |
| 1. /2016/01/04/the-demographics-of-social-media-users-in-2016/ | 18,280 (100.00%) | 16,227 (100.00%) | 00:06:20 |

I originally wrote this article in 2016, and ever since, I have been updating at the beginning of each year, with an update on all of the Social Media demographics, statistics and facts that will help you grow your business.

We are now in 2018, and I am going to share with you what you can expect in 2018, and statistics that will shape the Social Media landscape.

I came across a piece of research from PewResearchCentre that I knew had to be shared. Their research however was based on the US market, and not the UK. If you are a business that primarily sells to the USA, take a look at this research [here](#).

After doing further research, I came across some great statistics from various websites based on the UK demographics of social media users.

UPDATE: This article was initially written in 2016, but as it has been updated to give you a breakdown of the statistics from 2016, 2017 as well as UPDATED statistics for 2018.

50 WAYS
TO MARKET

BUSINESS

50 Ways to Market Your Small Business

Simple ways to drive traffic to your website and increase sales

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SIMPLE
& **EFFECTIVE**
SOCIAL MEDIA GUIDE



HOME FREE UPDATES SHOWS SOCIETY CONFERENCE EVENTS STARTING ABOUT

How to Create a Social Media Marketing Content Plan in 7 Steps

By Warren Knight
April 27, 2017

Print

Want to connect more with your target audience?

Wondering how to deliver relevant social media content consistently?

Planning your social media content delivery keeps your marketing on-message, making it more likely that you'll reach your business goals.

In this article, you'll **discover how to create a social media marketing content plan for your business.**



How to Create a Social Media Marketing Content Plan in 7 Steps by Warren Knight on Social Media Examiner.



Henley Wing

to Warren ▾

Hi Warren,

Sure, it'll be great to connect in a few weeks. Let me know when you have the chance.

BTW, can I give you a free BuzzSumo Pro account for life? What email address is linked to your BuzzSumo account?

\$79 x 12 months x
30 years
= £22,752

7 MARKETING TIPS FOR A GREAT EMAIL

#1: SCARCITY

#2: RECIPROCITY

#3: EXCLUSIVITY

#4: SOCIAL PROOF

#5: THE FREE EFFECT

#6: PRICE ANCHORING

#7: CONSISTENCY

PREFLIGHT CHECKLIST FOR EMAIL CAMPAIGNS.

USE THIS CHECKLIST TO ENSURE THAT YOUR EMAIL IS AWESOME BEFORE YOU HIT SEND.

Details

- Subject line- check for typo and personalization.
- Preheader - have you updated? Check for typos.
- Footer - have you updated if necessary?
- Sending address - always include the physical address of your business.
- Permission reminder - have you updated as needed?
- Unsubscribe link - always include.
- Social icons - are they linked to correct social network?

Timing

Lists

- Suppressions - do you need to suppress any lists?
- Exclusions - do you need to exclude portions of your list?
- Data - does your subscriber list have all of the fields you need?

Other

- Notify team - notify appropriate teams like Support or Sales - send a link to the campaign, tell who the audience is, and give them a heads up.

After the send

- Analytics - See how your campaign performed.

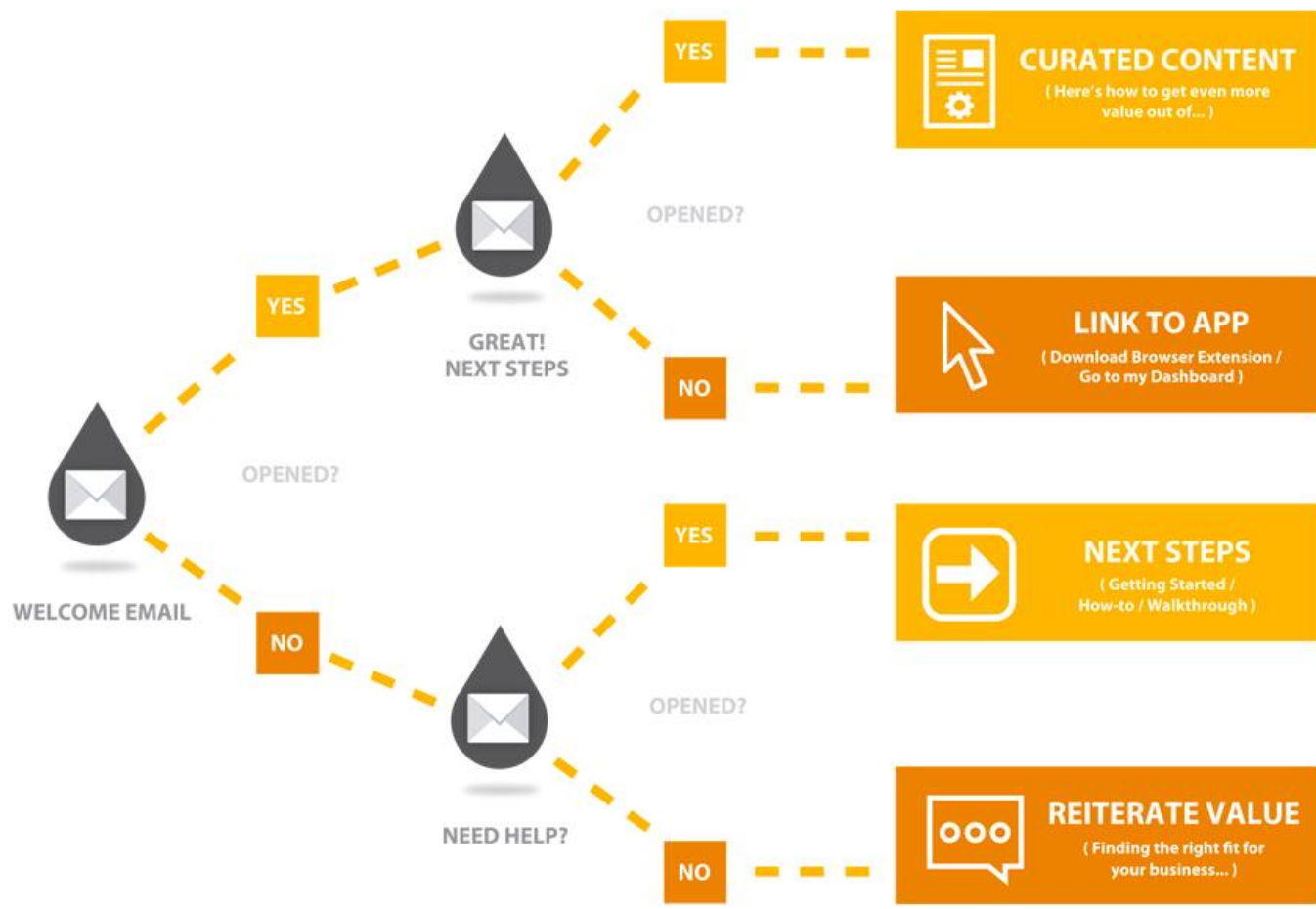
- Dynamic content - who should see it?

Testing

- Inbox Preview - have you sent yourself a test email?
- Full Inbox Test of all Email Clients - have you completed a full test?
- A/B Testing - are you A/B testing the campaign?

Send

- Schedule your campaign to send immediately or some time in the future.



“SOCIAL MEDIA
—— turns a ——
HANDSHAKE
INTO A HUG”



THERE ARE OVER
546 MILLION
LINKEDIN USERS



IN OVER
200
COUNTRIES

MORE
USERS
ARE
OVER 30
THAN
UNDER

23%



18-29



68% OF U.S.
AGES 18-29
ARE ON
NETWORK

MOST POPULAR
NETWORK

79%
OF INTERNET
IN THE U.S.



81% OF MILLENNIALS
VIEW THEIR
ACCOUNT
ON A DAILY BASIS



82%
MONTAGNESDAY
ACCESS
MOBILE

USERS ENGAGE WITH
LONG-FORM CONTENT
24% LONGER THAN
SHORT-FORM CONTENT



POSTS WITH
AT LEAST ONE
HASHTAG

#HASHTAG

RECEIVE 12.6%
ENGAGEMENT
AND MORE

91%
OF POSTS
ARE PHOTOS

MONDAY IS THE
TOPTIME FOR ENGAGEMENT



CHANNEL STATISTICS

1+ BILLION USERS

—ALMOST
ONE THIRD



OF ALL PEOPLE
ON THE INTERNET



8 OUT OF 10

18 TO 49 YEAR OLDS
WATCH CONTENT
EVERY MONTH

5+ BILLION



VIDEOS ARE WATCHED
EVERY SINGLE DAY

**MORE THAN
HALF**

OF VIEWS COME
FROM MOBILE
AND AVERAGE SESSION

**LASTS 40+
MINUTES**

How often should you be posting?

If people love your updates, you can typically always get away with posting more.



8 - 15 per week



8 - 15 per week



5 - 10 per week (posts)
(8 - 16) x 2 per week (stories)



35 - 70 per week



21 - 70 per week



5 - 20 per week

When should you be posting?

*For someone just starting out on these social networks, with no audience and no history, experiment with **best practices**.*



1 - 4pm



7 - 8:30am & 5 - 6pm



5-6pm



2 - 4pm & 8 - 11pm



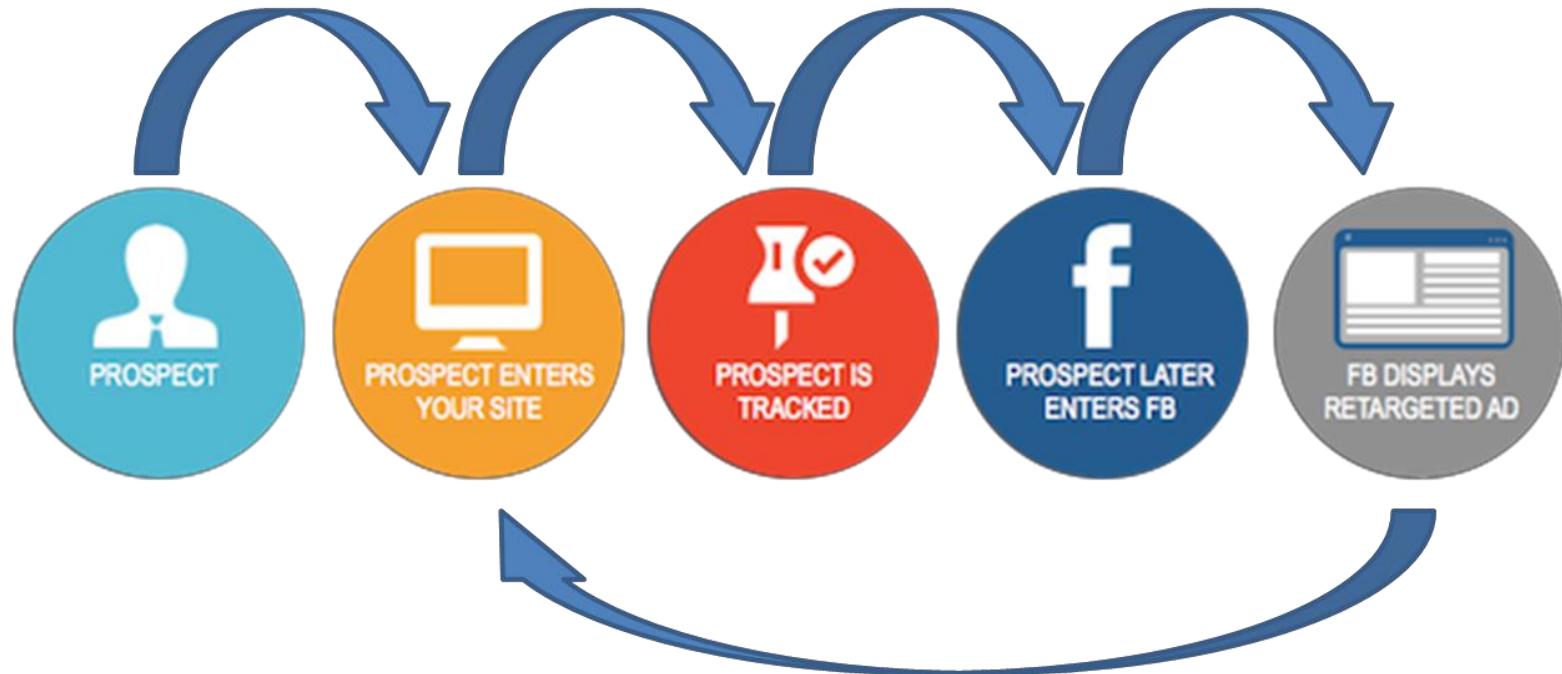
1-3pm



facebook

Remarketing

@warrenknight





Warren Knight - 28235072 (282... ▼)

Updated just now



European Union Customers: Facebook needs to ensure your tax information is correct in order to properly determine the application of Irish Value Added Tax ("VAT"). Please take a moment to update your VAT information.



Starting May 10, we are updating what impressions are included in reporting. We will now report on impressions that occur when Facebook delivers more impressions than you've budgeted for. Previously these were not included in reporting. You won't be billed for these additional impressions.

Search ▼ Filters ▼ + Add filters to narrow the data you are seeing.

Account Overview

Campaigns

Ad Sets

Ads

+ Create

Duplicate ▼

Edit ▼





Preview

Rules ▼

View Setup

Columns

| <input type="checkbox"/> | Ad Name ▼ | ⚠ | Delivery ▲ | Ad Set Name | Bid Strategy Ad Set | Budget Ad Set | Last Significant Edit Ad Set | Results | Reach | Impressions | Cost per Result | Amount Spent |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|---|-----------------------|----------------------------|---------------------------------|------------------|---------------------------------|---------------------|-------|-------------|----------------------|--------------|
| <input type="checkbox"/> |  In this Certified 1-Day workshop, I will share wit... | | ● Active (Learning) ⓘ | Remarketing 1 active ad | Lowest cost Landing Page ... | £5.00 Daily | Jan 9, 2019, 2:09 PM Today | — Landing Pag... | 122 | 151 | — Per Landing ... | £0.44 |
| <input type="checkbox"/> |  In this Certified 1-Day workshop, I will share wit... | | ● Active (Learning) ⓘ | WK Database 1 active ad | Lowest cost Landing Page ... | £5.00 Daily | Jan 9, 2019, 2:09 PM Today | — Landing Pag... | 28 | 32 | — Per Landing ... | £0.51 |

+ Create





Duplicate ▼

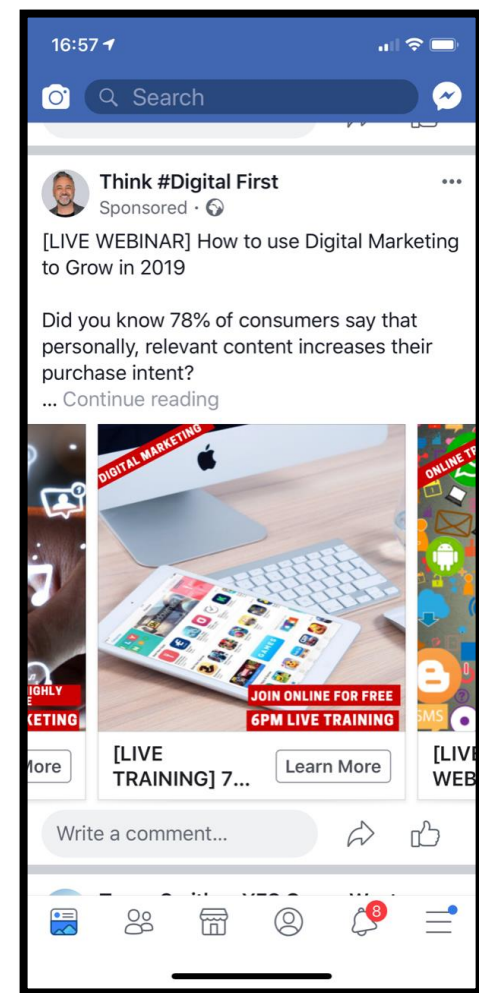
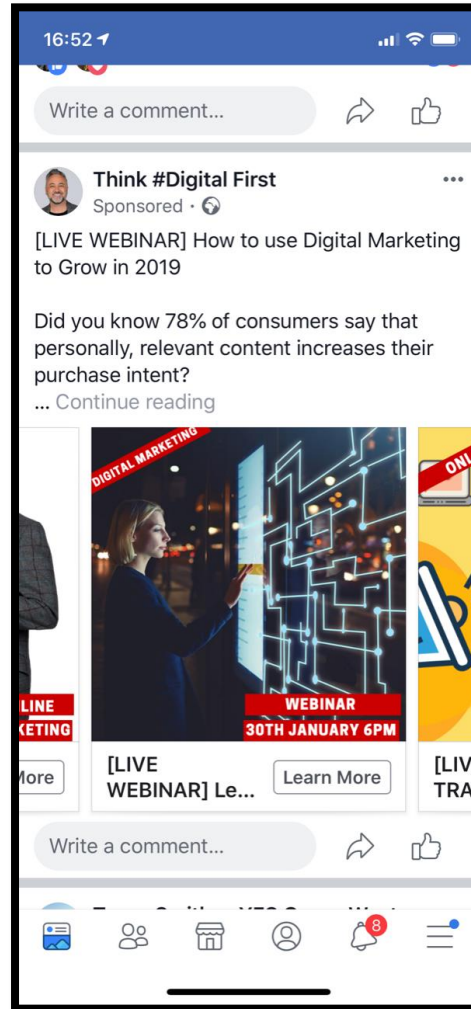
Edit ▼



Preview

Rules ▼

| <input type="checkbox"/> | Ad Name ▼ | ⚠ | Delivery ▲ | Ad Set Name | Bid Strategy Ad Set | Budget Ad Set |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------|---|-----------------------------------------------------------------------------------------|----------------------------|---------------------------------|------------------|
| <input type="checkbox"/> |  In this Certified 1-Day workshop, I will share wit... | | ●  ⓘ | Remarketing 1 active ad | Lowest cost Landing Page ... | £5.00 Daily |
| <input type="checkbox"/> |  In this Certified 1-Day workshop, I will share wit... | | ●  ⓘ | WK Database 1 active ad | Lowest cost Landing Page ... | £5.00 Daily |



enknight

5

take-away tips

UNLEARN

BRAND CONSISTENCY

DIGITAL CUSTOMER

HUMAN + A.I.

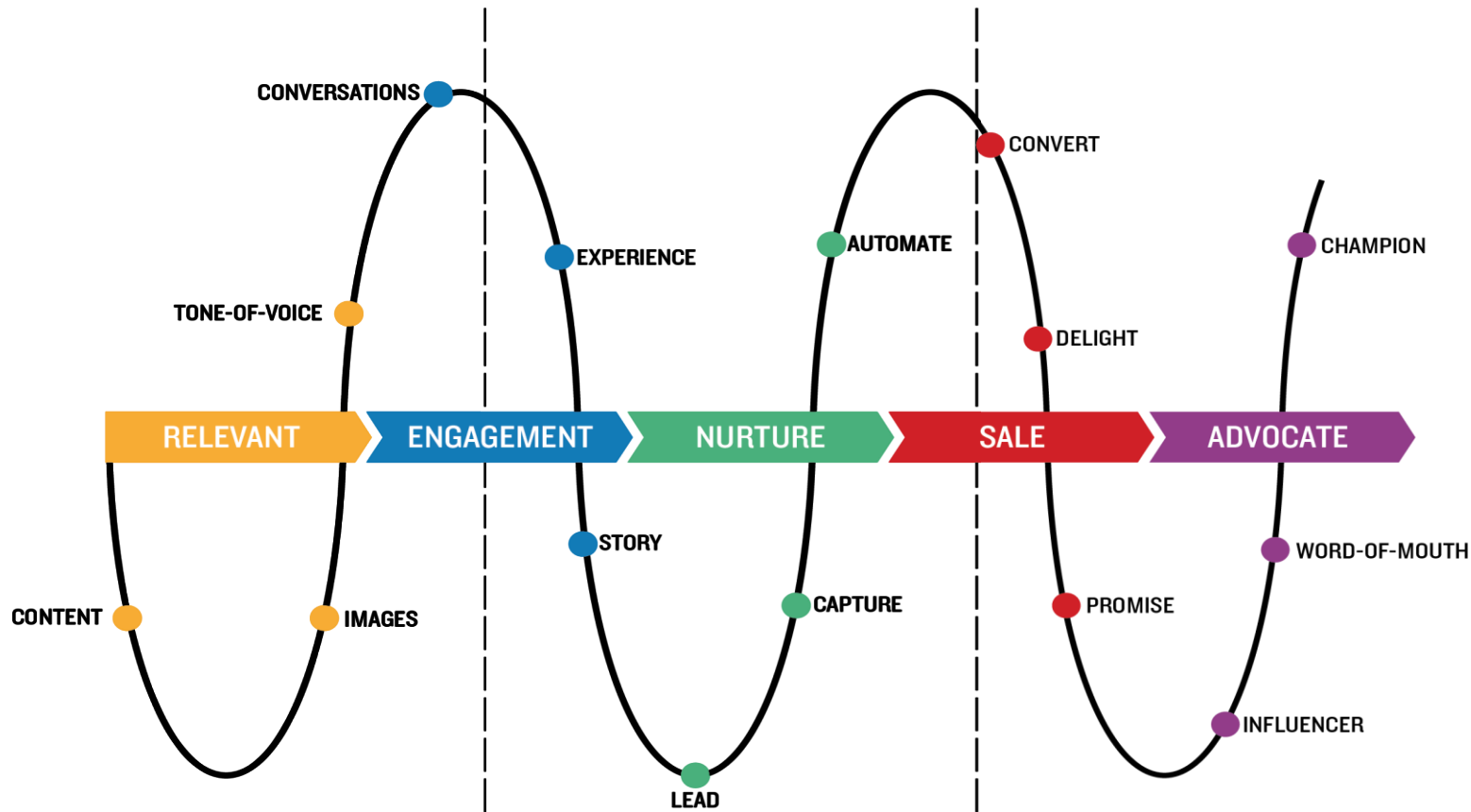
USER EXPERIENCE

VISITORS

PROSPECTS

CUSTOMERS

@warrenknight



ATTENTION + ACTION

DIGITAL

INNOVATION

DIGITAL CUSTOMER

Business & Management

THANK YOU FOR ATTENDING

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