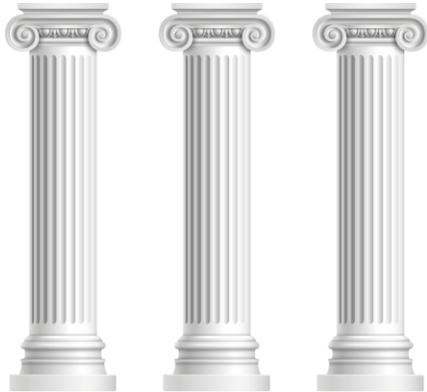


Business & Management



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



DIGITAL

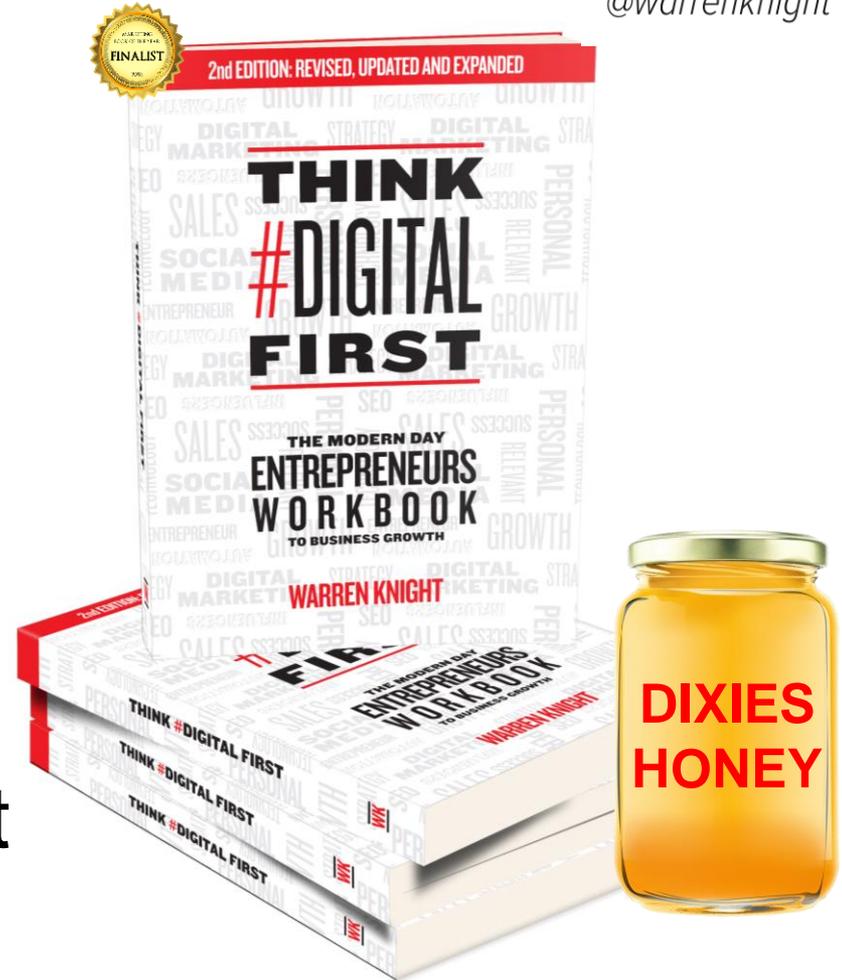
TRUST

The word 'TRUST' is rendered in a large, bold, sans-serif font. Each letter is filled with a complex digital pattern consisting of a grid of blue and green lines that create a 3D, wireframe effect. The pattern is composed of interconnected nodes and lines, resembling a data network or a digital landscape. The overall color palette is dominated by shades of blue and green, with some white highlights that give the letters a sense of depth and texture.



Warren Knight Digital Transformation @warrenknight

TWEET TO WIN
HONEY AND
BOOK
@WarrenKnight
#digitalfirst



@warrenknight

TRUST
AUTHORITY
CREDIBILITY

**“ POTENTIAL ONLINE
CUSTOMERS**

— are touched by a brand —

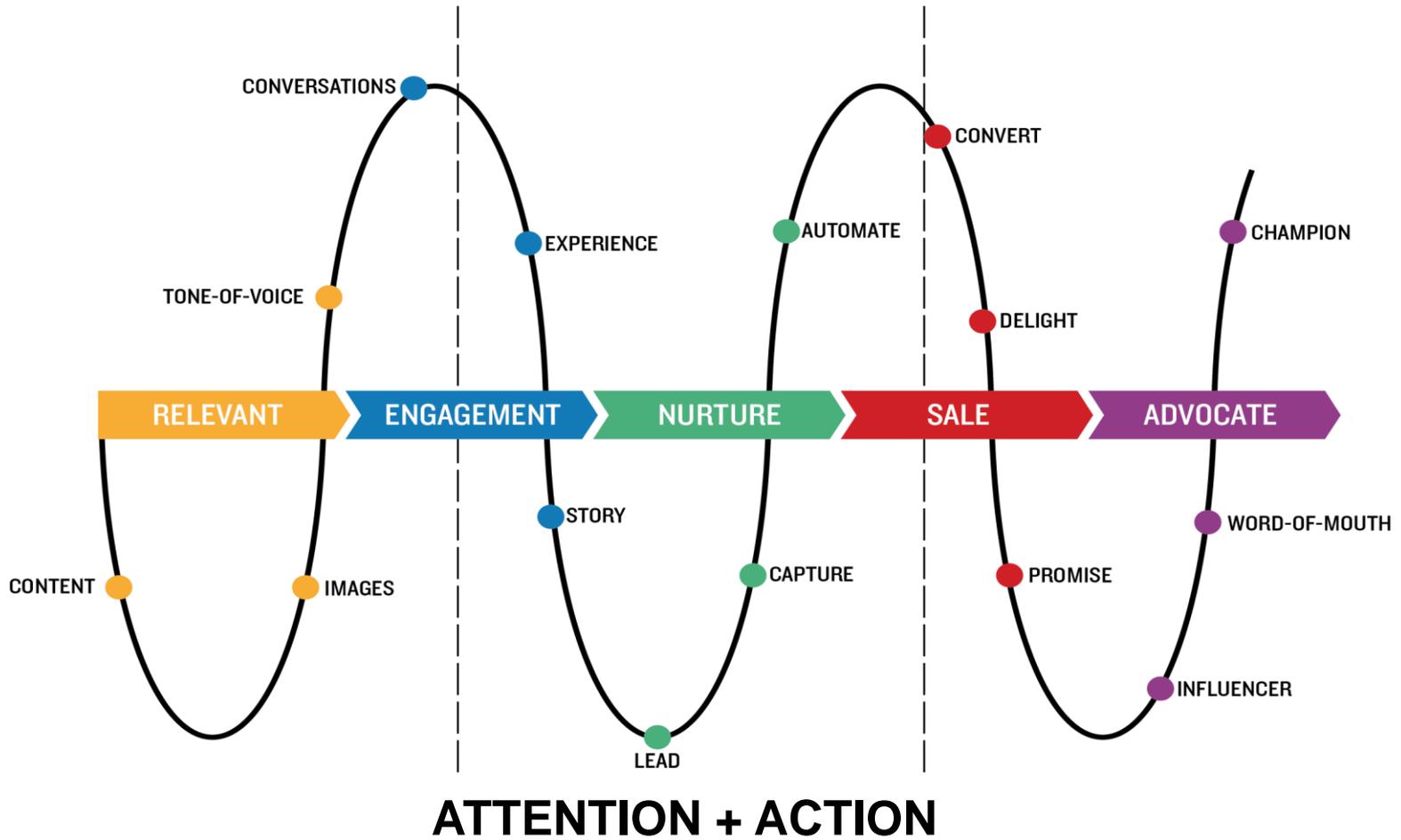
**9.2 TIMES BEFORE
PURCHASING ”**

VISITORS

PROSPECTS

CUSTOMERS

@warrenknight





RELEVANT

Contact Details

Address:
Clifton-Crick Sharp & Co
40 High Street
Pershore WR10 1DP
Tel:
01386 561100
Mobile:
07809 742733
Email:
mail@clifton-crick.co.uk

Clifton-Cri...
7 likes

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Be the first of your friends to like this

Payroll

Clifton-Crick

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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HOW STRONG IS YOUR WEBSITE?

WEBSITE

EMAIL

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GET YOUR ANSWER >



Open SEO Stats

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

- 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	0
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:	01905 810676	12



23 Keyword Ideas

SUGGESTIONS RELATED

Filters

<input type="checkbox"/>	KEYWORD	VOL	CPC	PD	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

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 Strategy



Business Models of Digital Disruption How to Perfect your Digital Marketing Campaign Presentation Room Business Innovation

- Warren warren
- Create a
- Search
- All your design
- Use Canva 1.0
- Shared with y
- Create a team
- Your brand
- Find template
- Design School
- Add new folder
- 30 Tools
- Trash

Suggested font combinations

size

Fonts are widely Sans-serif fonts

- 🗑️
- 🗑️
- 🗑️
- 🗑️
- 🗑️
- 🗑️
- 🗑️
- 🗑️



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

BHP

@bhpaccountants

One of the largest independent firms of Chartered Accountants in N.England & member of Kreston International.

0333 123 7171

bhp.co.uk

Joined February 2011

Tweets Tweets & replies Media

BHP Retweeted

 **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 @JoanneRoyle from @bhpaccountants shares her views:

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

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

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

Add to LH

Add profile section More...

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...

Show more

Your Dashboard
Private to you All Star

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

KEYWORDS

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



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

@WarrenKnight



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



Show help

15 CONTENT TYPES

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



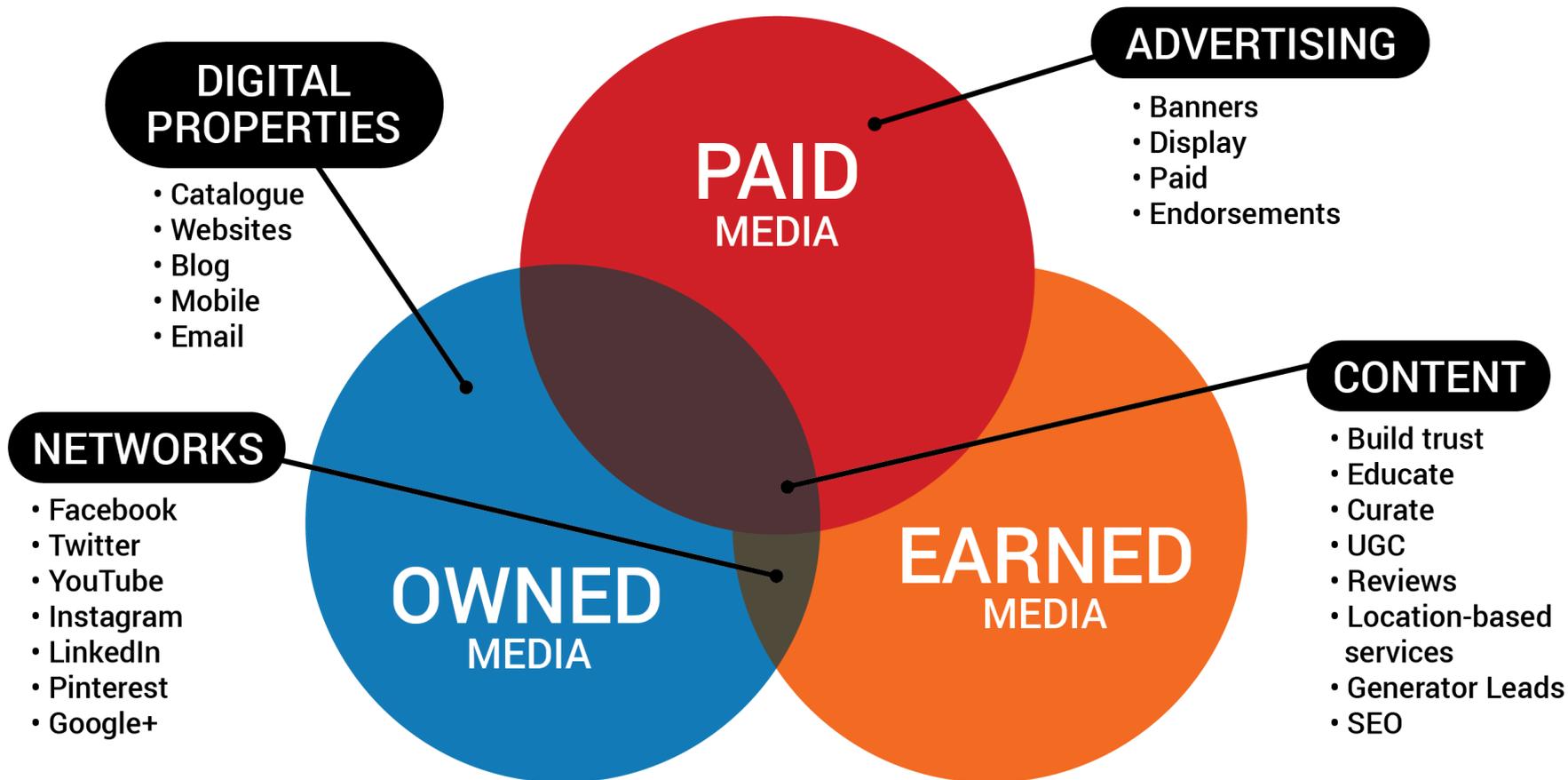
PHOTOGRAPHIC
IMAGES



ANIMATIONS

- ✓
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- ✓

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



GODD AFTERNOON.
WELCOME TO DRIVING DIGITAL TRANSFORMATION SUCCESS IN YOUR ORGANISATION

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

BRAND24

BOOK WARREN KNIGHT
 To book warren as a speaker, please click [here](#).

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 How To Use Webinars Effectively To Generate 1,000s Of Leads
 What Are The Copyright Rules On Using Images Online?
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 21 Effective and Useful Content Marketing Tips

@warrenknight

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



HOW TECHNOLOGY HAS DISRUPTED SALES & MARKETING

wrknight Helsinki

wrknight Calm before the #DigiArena #digitaltransfor #socialsales #digitalmarket #socialmedia #helsinki #finl #marketingautomation #AI #machinelearning #remarket #lonny.hallsted Looks great weddingbells! My home co janemeans Wowzers wrknight And what a great @weddingbells! wrknight Had lots of fun @ wrknight Thanks @lonny. I've found your banner lol

46 likes
 MAY 16

Add a comment...

95 Likes · 4 Comments · Add Likers to LH Add Commentators to LH

👍 Like 🗨 Comment ➦ Share

📈 6,376 views of your post in the feed

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

TOP 10 UK SME Blogs & Websites TO FOLLOW IN 2018

Warren Knight awarded top 10 position in the Best UK SME Blogs from thousands of UK SME Blogs on the web



Adrianna Papell
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Like Page

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Casual to Formal - Our Bridesmaid Collection offers sophisticated styles for any kind of wedding. Dresses available in Petites & Plus-sizes
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Every wedding is a unique affair, the perfect representation of the couple being celebrated. That's why it's important to have a range of options to choose from when deciding upon the look of your wedding. See more at adriannapapell.com

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Emily Rademacher likes **Boston Sports Clubs**

Boston Sports Clubs
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Like

Join Today For Only \$5 & Get the Rest of the Year Free!



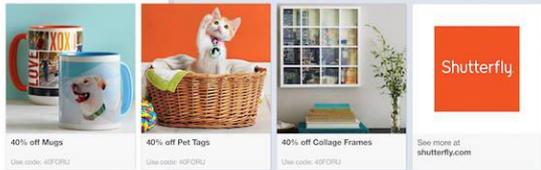
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Hurry, Offer Ends 11/28. www.bostonsportsclubs.com [Sign Up](#)

2 Comments 3 Shares

Like Comment Share

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40% off Mugs Use code: 40FORU
40% off Pet Tags Use code: 40FORU
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12 Likes · 13 Comments · 7 Shares

Like Comment Share

@warrenknight

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Deliciously wholesome snacks, delivered monthly.
Try a free sample of five of our tastiest snacks, just pay \$7.95 for shipping!

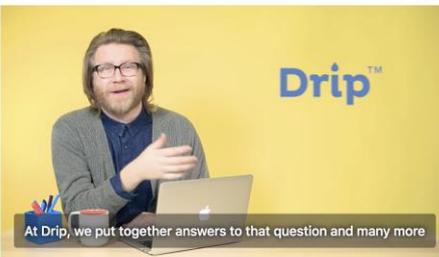


free trial

You Know You're Going to Snack. Get Smart About It.
Our snacks contain NO artificial colours, sweeteners, or flavours.
WWW.NATUREBOX.COM

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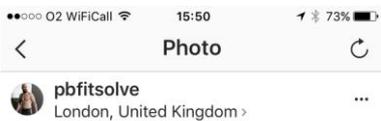
See this yet? We're giving you our 20-video Email Mastery Course free when you sign up for a free Drip account.



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. [Learn More](#)

DRIIP.CO/EMAIL-MASTERY

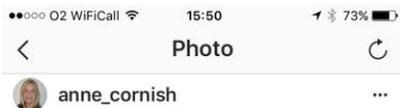


32 likes
pbfitsolve [Awesome]
Author: Warren Kn



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! 🙌



@warrenknight



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'
Deccer client

Mintsource @mints0urce
Mar 31

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

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



7 Steps To Protect Your Assets After Brexit

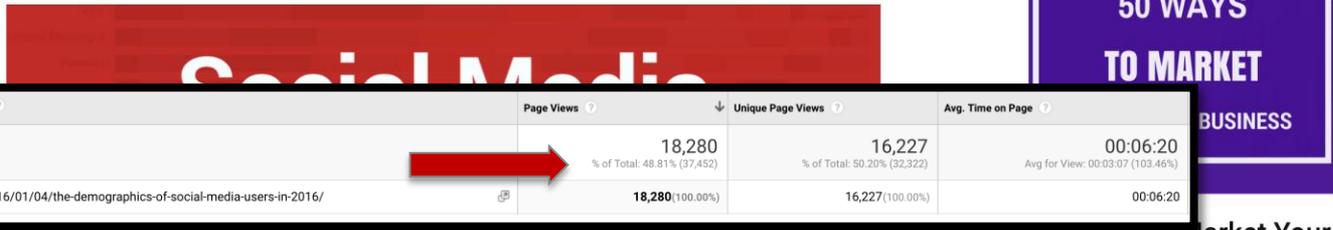


Word Balance

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

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

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 [evolved](#) to give you a breakdown of the statistics from 2016, 2017 as well as UPDATED statistics for 2018.

50 ways to Market Your Small Business

Simple ways to drive traffic to your website and increase sales

Download Now

SIMPLE & EFFECTIVE
SOCIAL MEDIA GUIDE



 **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?

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?

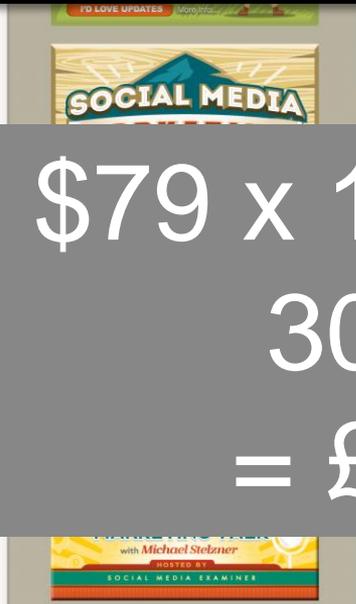
Planning your social media content delivery keeps your marketing on-message, making it more likely that you'll reach your business goals.

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.

\$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?

Lists

Timing

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?

Lists

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?

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.

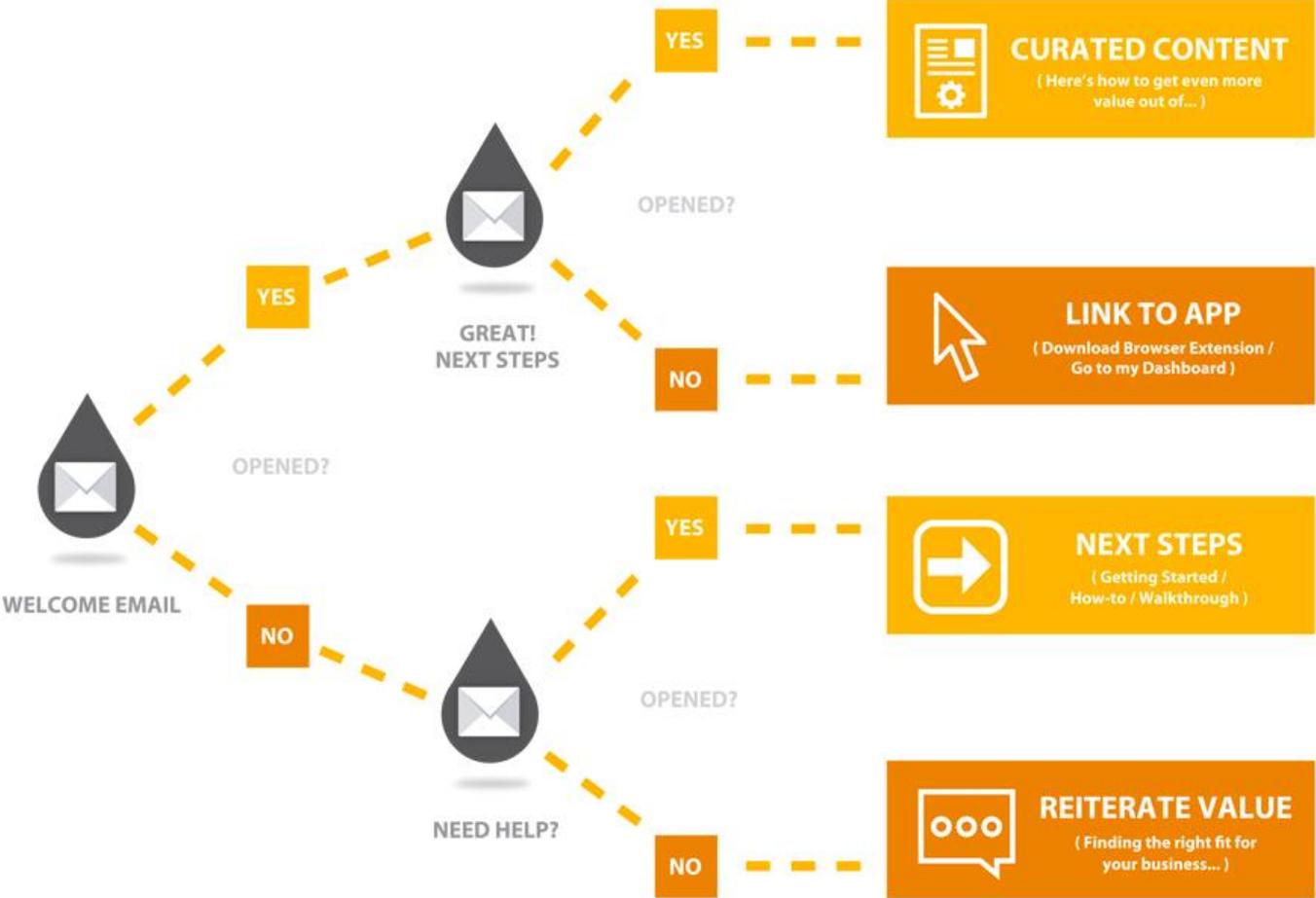
Send

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

After the send

Analytics - See how your campaign performed.





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



THERE ARE OVER
546 MILLION
LINKEDIN USERS



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



81% OF MILLENNIALS
VIEW THEIR
ACCOUNT
ON A DAILY BASIS



82%
MONTHLY ACTIVE
USER
ACCESS
MOBILE

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



POSTS WITH
AT LEAST

#HASHTAG

RECEIVE 12.6% MORE
ENGAGEMENT
AND MORE

91%
OF POSTS
ARE PHOTOS

MONDAY IS THE
TOPEAK
ENGAGEMENT DAY



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



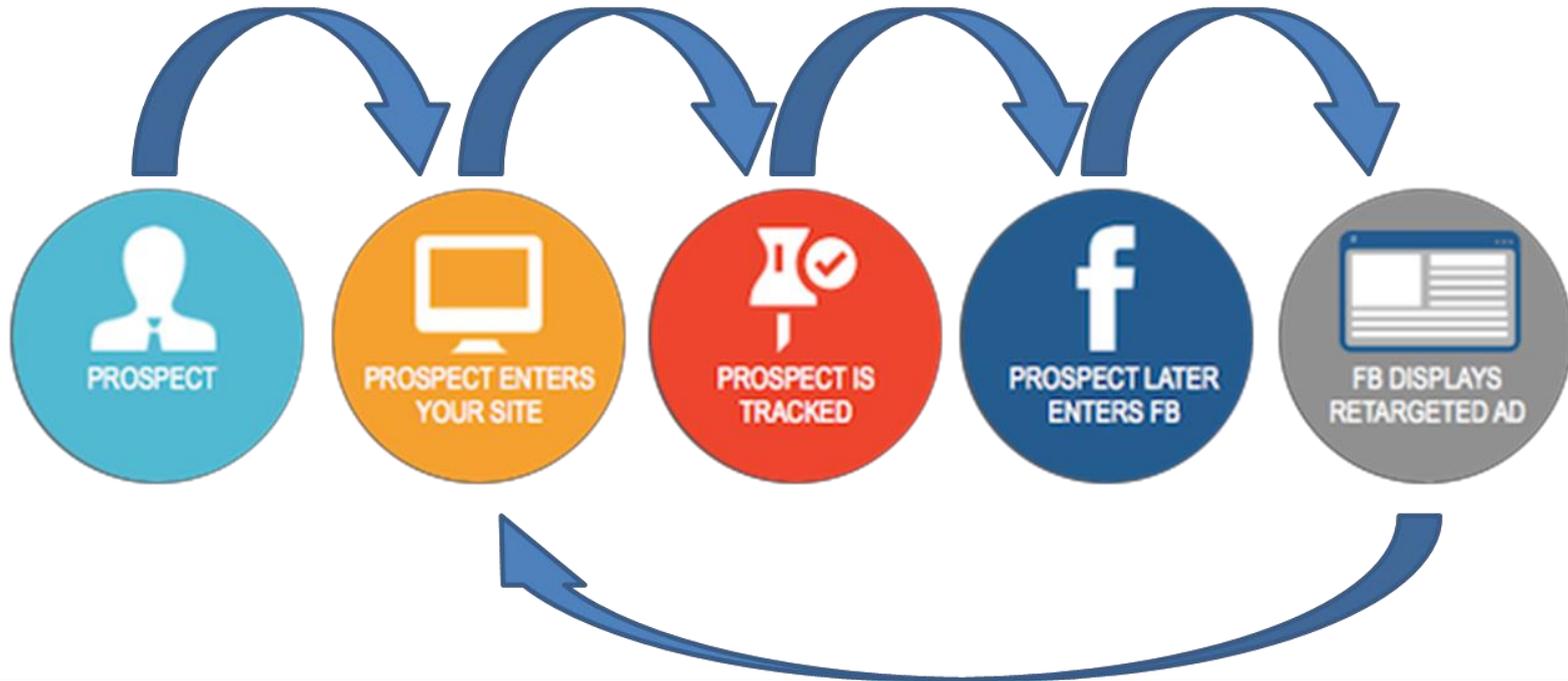
1-3pm



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

	Ad Name	Delivery	Ad Set Name	Bid Strategy	Budget	Last Significant Edit	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

	Ad Name	Delivery	Ad Set Name	Bid Strategy	Budget
<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
<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

16:52

Write a comment...

Think #Digital First
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[LIVE WEBINAR] How to use Digital Marketing to Grow in 2019

Did you know 78% of consumers say that personally, relevant content increases their purchase intent?
... Continue reading

2019 TRAINING



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DIGITAL MARKETING

DIGITAL MARKETING



[LIVE WEBINAR]

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[LIVE WEBINAR]

Write a comment...

Navigation icons: Home, Search, Add, Profile, Activity (3), Menu

16:52

Write a comment...

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Did you know 78% of consumers say that personally, relevant content increases their purchase intent?
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DIGITAL MARKETING



WEBINAR
30TH JANUARY 6PM

ONLINE TRAINING



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16:57

Search

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Did you know 78% of consumers say that personally, relevant content increases their purchase intent?
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DIGITAL MARKETING



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take-away tips

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HUMAN + A.I.

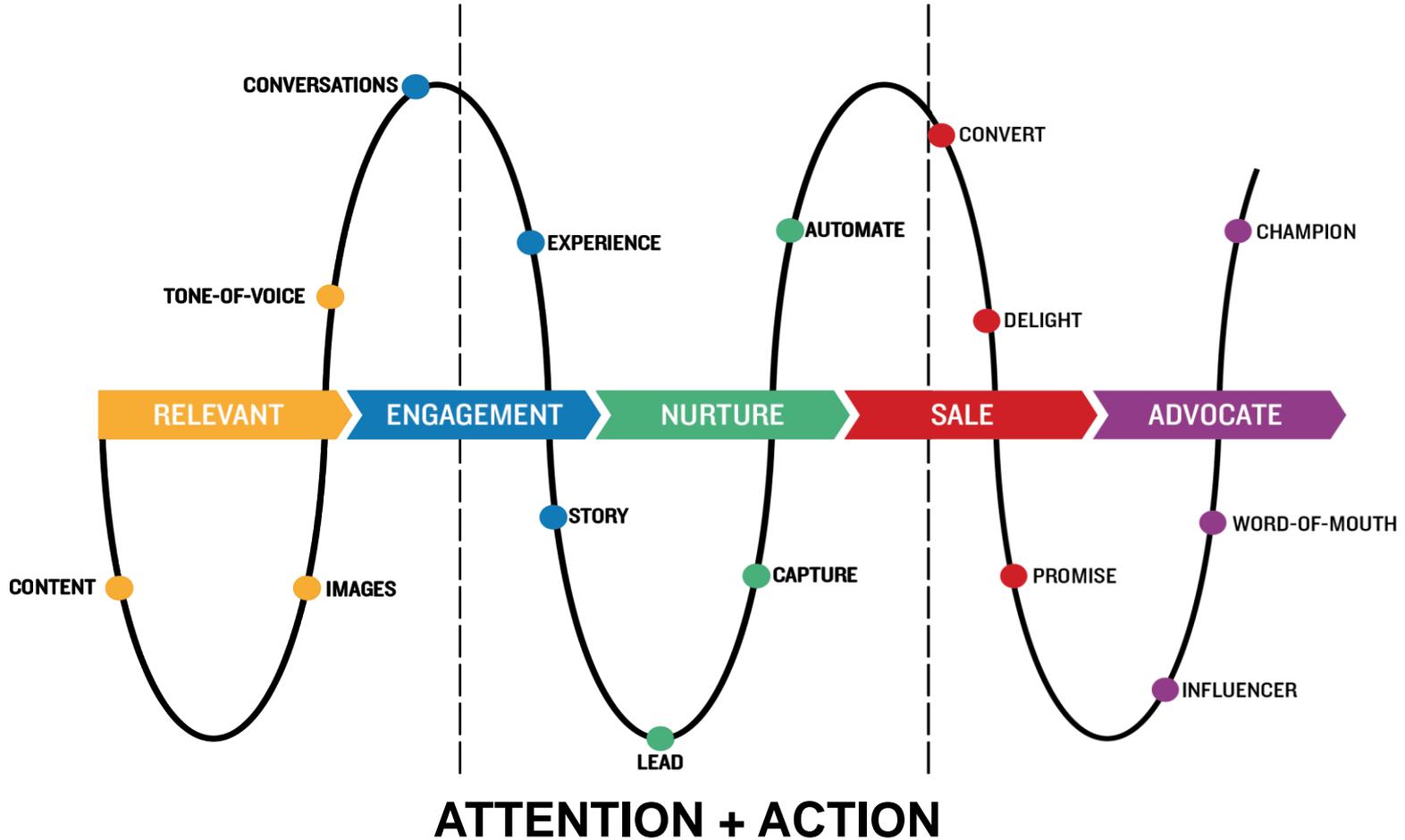
USER EXPERIENCE

VISITORS

PROSPECTS

CUSTOMERS

@warrenknight



DIGITAL

INNOVATION

The word 'INNOVATION' is rendered in a large, bold, sans-serif font. The letters are filled with a complex digital pattern consisting of a grid of lines and scattered binary digits (0s and 1s) in shades of blue and green. The overall effect is that of a digital or data landscape.

DIGITAL CUSTOMER

Business & Management

THANK YOU FOR ATTENDING

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