



APRIL 24-26
THE LAS VEGAS
CONVENTION CENTER

Digital Advertising for Business Growth

Where People, Products & Possibilities Meet



Neil Swindale
Founder, VendCentral



Matt Harlos
Director of Marketing & Design,
Gimme



Pt. I: Building & Leveraging Your Brand

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Who are you as a brand?

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How do you establish your brand?

What is your organization's message?

What is your organization's visual identity?

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Building content channels to host your brand.

Why should you have a website?

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How to leverage your digital brand.

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The changing sales environment.

What is digital cold calling?

How effective is digital cold calling?

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Part II: Building brand awareness.

Sharing your message.

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Social media & best practices.



How do you manage each channel.



What kind of content should you post?

Email marketing & how to utilize it.



What platforms can you use for email marketing?



What are some best practices to follow?

Email marketing vs digital cold calling.

Search Engine Optimization (SEO) & your website.

How can you use SEO to market your business?

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Tracking your efforts.

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Social to sales.

How does social media affect your sales?

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Questions?

Thank you!



Neil Swindale
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neil@vendcentral.com



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