



NI DIGITAL

MARKETING CONFERENCE 2022

Programme

DATE: Thursday 24th February 2022

TIME: 8am – 1pm

VENUE: Canal Court Hotel & Spa, Newry

8:00am Registration, Breakfast, Networking & Exhibition

9:00am Conference Welcome & Overview
Julie Gibbons, President, Newry Chamber

9:10am Sponsor's Welcome
Cllr Cathy Mason, Chairperson, Newry, Mourne and Down District Council

9:15am Your Local FE College – Let's Do Business
Tracy Rice, Head of Business Engagement, Southern Regional College

9:30am Do's and Don'ts of Google Advertising
Aedín O'Neill, Founder & Digital Advertising Director, Grow Web

9:50am How An Inbound Strategy Can Help Your Business
Niall Parfitt, Founder, Atlanticus Digital

10:15am How To Use TikTok To Grow Your Brand In 2022
Niamh Donnelly, Marketing Executive, Kukoon Rugs

10:30am Tea/Coffee, Networking & Exhibition

General Marketers (Miller's Suite)

11:00am The Videos You Should Be Making In 2022
Peter Craven, Founder & Creative Director, BlueSky Video Marketing

11:20am How To Optimise Your Website In 2022
Maeve Finnegan, Managing Director, MiTSo Marketing

11:40am How To Get The Best Marketing Results From LinkedIn
Declan Murtagh, Director, Brilliant Red Digital

Retailer Case Studies (Mardyke Suite)

11:00am Clare Vallely, Managing Director, Kukoon Rugs

11:20am Gemma Murphy, Partner & Manager
Charlotte McAteer, Marketing Manager, Jack Murphy Jewellers

11:40am Maximise Your E-Commerce Website
Darren McSherry, E-Commerce Specialist, Southern Regional College

12:00pm Would You Like a Hashtag With That?
Deborah Loughran, Managing Director, King Communication

12:20pm How Influencer Marketing Can Play a Role In Your Marketing Strategy in 2022
Riki Neill, Founder & Client Director, RNN Communications and Jolene Kelly, Head of Services, fetch Ireland

12:40pm The Digital Growth Programme – Boost Your Business in 2022 With 1:1 Digital Mentoring
Kathryn Pyper, Operations Director, Alchemy Digital Training

12:50pm Conference Wrap Up



Aedín O'Neill

Do's and Don'ts of Google Advertising

If executed properly, Google Advertising can be one of the most effective ways to drive highly targeted traffic to your website and grow your business fast. This session will provide tips to ensure you maximise your return from paid advertising and avoid wasting money. From keyword planning to automation and attribution, best practices will be explored.

Aedín O'Neill, Founder & Digital Advertising Director of Grow Web which is a digital advertising agency and Google Partner. With 10 years of experience working exclusively in PPC advertising, Aedín is passionate about helping companies grow and keep their customers through best in class digital advertising strategies. She is a Chartered Marketer and previous mentoring roles include InterTradelreland Emerge Consultant as well as Digital Growth Programme Mentor for Newry, Mourne and Down District Council.



Niall Parfitt

How An Inbound Strategy Can Help Your Business

The presentation highlights practical inbound tools which can be used to support your digital strategy. Information and further resources will be provided to all attendees.

Outline:

- What is inbound? • Customer Personas • The Buyers Journey • Landing Pages
- Content Offers • Social Media Scheduling • Driving leads to your website
- The Marketing Funnel • Search Engine Optimisation • Tools to Convert Leads
- Tools to Close Customers • Customer Relationship Management (CRM)
- Measuring Return on Investment (ROI)
- Using Newry Chamber as part of your Inbound Strategy

Niall Parfitt, founder of Atlanticus Digital is a marketing professional with over 20 years' of experience working with large organisations to SMEs including Ulster Bank, An Post and Queen's University, Belfast.

Atlanticus Digital is a platinum certified HubSpot Agency partner in Ireland working with companies all over Europe. The company is also Asana Pro certified and Canva Affiliates and Ringover partners.

Niall is a fellow of the Chartered Institute of Marketing and a Board Member for three charities. He has also recently become an Area Leader for the Federation of Small Businesses NI.



Peter Craven

The Videos You Should Be Making in 2022

I'll not bore you with the stats – you know them already. You know you should be doing more with video but where do you start? Well strap yourselves in. We'll take a fast track look at all the videos you could be making in 2022 depending on what problem you're trying to solve or opportunity you need to unlock. They won't all be right for your business – but there'll be something there for everyone.

Peter Craven is Founder & Creative Director at BlueSky Video Marketing, an agency set up to help businesses use video at every stage of the customer lifecycle to generate sales, improve customer service and be an employer of choice.



Maeve Finnegan

How To Optimise Your Website In 2022

The presentation will give you practical tips to help optimise your website to enhance user experience and conversion rates in 2022.

- New trends • Planning • Top Tasks Identification • Key Messages • Copywriting / SEO
- Content Development • Site Navigation • Product Pages • Shopping Cart
- Marketing Automation; Email • How to Monitor Success; Data and Insights
- Campaign Management; Pixels, Catalogue and Retargeting

Maeve is an experienced marketing professional with 10 years' of experience in-agency and client-side. She has worked with global brands such as Coca-Cola, Tesla, Manchester City, Lucozade and 3.

Having founded MiTSO Marketing in 2016, Maeve and her team of like-minded creatives boast a range of high profile clients across a broad spectrum of industries including Colin Glen, Cuilcagh Boardwalk and UK broadband provider Giganet. MiTSO Marketing has also extended its client base as far as Bermuda and continues to work across a number of across brand, digital and PR projects there.

Maeve is MCIM-accredited and is a certified InterTradeIreland consultant, regularly delivering cross-border brand and digital projects via the Emerge and Elevate funded projects. Maeve is a part-time lecturer at Dundalk Institute of Technology (DKIT) and has also guest lectured at Queen's University, Belfast.



Riki Neill

How Influencer Marketing Can Play a Role In Your Marketing Strategy In 2022?

We've all heard of influencer marketing, but what is, why does it matter and how can it be incorporated into businesses' marketing strategies in the year ahead?

Communications experts, Riki Neill and Jolene Kelly, will dispel the myths, outline the most impactful influencer marketing strategies to consider and provide you with some influencer marketing hacks to super charge your marketing efforts in 2022.

Riki Neill, Founder & Client Director, RNN Communications and Jolene Kelly, Head of Services, fetch Ireland



Jolene Kelly

Chartered PR Director and Founder of RNN Comms & fetch Ireland, Riki Neill is a communications professional with 20 years' experience working across Ireland, the UK and in European markets. Riki has created and delivered multiple award-winning campaigns for brands and continues to create communications strategies for brands and companies operating in retail, food & drink, manufacturing, renewables and many other sectors. A member of PRCA, CIPR & Women in PR NI, Riki also sits on the PRCA committee in Northern Ireland. @RNNComms @RikiNeill

Jolene Kelly is a Senior PR Consultant with RNN Communications & Head of Services at fetch Ireland. Launched in 2021, fetch Ireland is Ireland's fastest growing micro-influencer community, linking brands with micro-influencers. Under Jolene's direction, fetch Ireland has already delivered multiple campaigns across Ireland reaching over one million accounts. With many years' experience in the creation of social media strategy, content and social media advertising in NI, ROI and the EU, Jolene joins Riki for this session in influencer marketing. @fetchire.social



Deborah Loughran

Would You Like a Hashtag With That?

Blogs, Vlogs, Reels & Hashtags....are you confused? Don't worry, great content on or offline starts with a strategy and a story. This session will help you to put the 'plan before the platform' and give you some hints and tips on how to supercharge your digital content.

Delivered by Deborah Loughran, LLB MCIM, Managing Director of King Communication, a communications consultancy based in Newry. Deborah has more than 16 years' experience working with well know brand names developing and delivering communications and content strategies, both on and offline.

Deborah is a Member of CIM; a current Board Member and Past President of Newry Chamber of Commerce & Trade. She is a former winner of CIM Young Marketer of the Year and CIPR Young Communicator of the Year. Deborah Holds a Post Graduate Diploma for CIPR and a Mini MBA from the Clinton Institute at Queen's University, Belfast.



Tracy Rice

Your Local FE College – Let's Do Business Tracy Rice, Head of Business Engagement, Southern Regional College

SRC will discuss how local FE colleges have a range of supports for SMEs, specifically highlighting the range of digital marketing supports.

SRC's Business Support and Innovation team provides a range of specialist support services to assist start-up and growth businesses. The centre is staffed by a team of industry experts with specialist technical knowledge to help your business innovate and grow. SRC is ready to help you realise your business ambitions.



Darren McSherry

Reduce The Challenges & Maximise The Opportunities of a E-Commerce Website

An internet sale is merely a click away as they say, but businesses have to work smart to ensure their eCommerce operations are optimised in every way to deliver on customer expectations of speed, accuracy and convenience.

Darren McSherry, E-Commerce Specialist at Southern Regional College will be presenting and engaging with businesses on:

How to fuel your E-Commerce store and save time with intelligent automation fundamentals and techniques.

Improve your digital marketing and increase online sales opportunities from your E-Commerce website.

Darren is a part-time E-Commerce Specialist at Southern Regional College where his role is to enable, upskill and support businesses in E-Commerce strategy, systems enablement and online marketing strategies.

Darren also works as a Digital Strategy Director at E-Commerce NI.



Declan Murtagh

How To Get The Best Marketing Results From LinkedIn

Declan Murtagh is a Director & Digital Marketing Consultant at Brilliant Red Digital. He is a social media specialist and speaker with over 10 years' experience across a range of industry sectors.



Kathryn Pyper

The Digital Growth Programme – Boost Your Business In 2022 With 1:1 Digital Mentoring

Launched in 2020, The Digital Growth Programme has supported over 120 businesses in the Newry, Mourne and Down District Council Area with digital mentoring. Discover more about the businesses we have supported so far and find out how your business can avail of free digital mentoring in 2022.

Kathryn's background in digital marketing has been exemplary within the digital industries having worked with a variety of sectors and company sizes across Ireland. Kathryn works with agencies, brands, SMEs and start-ups to provide expert digital marketing services to help each business reach its objectives and goals.



Gemma Murphy

Retailer Case Study: Jack Murphy Jewellers – Marketing Effectiveness In SMB

Gemma Murphy, Partner & Manager along with Charlotte McAteer, Marketing Manager, will discuss how Jack Murphy Jewellers marketing activities have evolved over time and now play a significant role in driving the long-term growth of the family-run business. The presentation will focus on social media marketing and the benefits of utilising such platforms to build new and enhance existing customer relationships.

An innovative leader in her field, Gemma Murphy is a Partner & Manager at the award-winning Jack Murphy Jewellers. Most recently named 'Best Business Woman' at the Greater Newry Area Business Awards 2021.

Gemma is a dynamic, agile and commercially focused second generation jeweller with a proven track record of identifying business opportunities whilst building strong customer and partner relationships from one generation to the next.

Gemma has been at the forefront of the jewellers recent 2,760 sq. ft extension and refurbishment, having been awarded 'Store Design of the Year' at the UK Jewellery Awards 2021.

Gemma is a certified International Diamond Grader from the International Gemological Institute and currently serves as a Director on both the Company of Master Jewellers and Newry Chamber. Prior to joining Jack Murphy Jewellers, Gemma was a qualified Social Worker holding a BSc in Social Work.



Charlotte McAteer

Retailer Case Study: Jack Murphy Jewellers – Marketing Effectiveness In SMB

A creative and brand-orientated Marketing Manager currently leading the Marketing and E-commerce functions within Jack Murphy Jewellers.

Charlotte is a strategic thinker with a demonstrated history in the development, delivery and management of multi-channel marketing campaigns that drive brand and business growth, having been awarded 'Best Influencer/Blogger Campaign of the Year' at the NI Social Media Awards in 2019.

Spearheading the enhancement of the marketing and digital function of the business, Charlotte worked closely with Partner & Manager, Gemma Murphy, to launch the jewellers first E-Commerce website in 2020. Followed by recruiting two new staff to join the Marketing and E-Commerce Team to meet the evolving needs of the award-winning jewellers.

Charlotte holds an MSc in Marketing from Queen's University, Belfast, along with a BSc Geography degree. Most recently Charlotte is undertaking a Diploma in Professional Digital Marketing with the Chartered Institute of Marketing.



Niamh Donnelly

How To Use TikTok To Grow Your Brand In 2022

We will be looking at the key fundamentals of navigating the exciting world of TikTok and how a business can use the platform to grow their brand in 2022. This workshop will include real examples and best practices for acing the game this year.

Niamh Donnelly, Marketing Executive at Kukoon Rugs is a Digital Marketing Specialist with over 4 years' experience managing social media channels for direct to consumer brands across numerous industries. Niamh graduated with a first class honours degree in communications, advertising and marketing from Ulster University.



Clare Valley

Retailer Case Study: Kukoon Rugs – Online Retail

Sharing the Kukoon Rugs story from selling second hand ornaments on eBay to the largest online rug retailer in the UK. Providing key highlights and some tips to take away for successful online selling.

Clare Valley is the managing director of Newry based homewares ecommerce brand Kukoon Rugs, alongside her brother Paul. The company was founded in 2007, fast forward to 2021, Kukoon rugs is now one of the largest online retailers of rugs in the UK and Ireland but also serving customers all over the world!



Tony McKeown

Event MC, Tony McKeown, Chief Executive Officer, Newry Chamber of Commerce

Exhibitors

Newry, Mourne and Down District Council

Southern Regional College

MiTSO Marketing

BlueSky Video Marketing

Emerald Dance Photography

Q Radio/Irish News

All 3 Studio – Design & Print

TGG Promotions

Colum Lynch Photography

Atlanticus Digital

Federation of Small Businesses NI

Armaghi

I Am Digital Group

Printline Direct

Elk Creative Media

