



# Content is King, Conversation is Queen

## Marketing beyond your website



Jonnie Jensen



David Ing



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Wednesday 17th February 2010  
In the last 12 months, the media has been through a massive change and there are bigger changes to come. The recession has fast-tracked the progression of digital media with recent research reporting that for 90% of people, the internet is now their primary source of information.

Printed media is now on the back foot and digital media is exploding. So what is the future of printed media? Are magazines and newspapers going to become a novelty rather than a necessity? Is social media a fad or is it part of the future? Is it enough to just have a good online presence/website?

And how will all of this affect me and my business?

In case you hadn't noticed, the internet has changed. It used to be one dimensional and rather passive. We searched for content and we read what we found. Rarely would we comment on it and certainly we didn't get the opportunity to share it with all our friends. Much like the interruptive adverts that we sat through in front of the TV or listened to on the radio, we took what we were given – and if it was good we would respond by buying something. We believed what we were shown, the best website or advert would win, the 'Content was King'.

Today's internet, and indeed all our media, has changed. No longer do we believe what we are shown. We don't trust big brands and we don't trust corporations who keep us at arm's length. Today, thanks in most part to the advancement of

web technologies, we are more interested in what other people think of that brand's products and services than we are of the adverts. These technologies are known as social media and are the number one online pastime for millions of internet users. The traditional branding activity (which includes your static corporate website) and PR will still drive awareness but instead of pushing to purchase, people now reach out on the internet to seek opinion and conversation. The internet has become sociable.

You can have great content but if no-one is talking about it then it's worthless. You need a Queen who is the eyes, ears and conversation to your King's content. To be successful today you need to be participating in both the content creation and the conversation about the content.

By attending this event you'll benefit from a series of tips and tricks that you'll instantly be able to apply to improve your products, evolve your marketing and transform your customer service. It will illustrate the importance of social media and how to use it for both listening and conversing and you will find out that the listening element is essential. So join the businesses that realise this and become a champion of your markets.

#### About the speakers:

**Jonnie Jensen, Tmandi.** Jonnie has worked in internet marketing since 2000. He is an internet marketing advisor and social media enthusiast.

**David Ing, CFA.** David is Managing Director of CFA and a member of the CIM. He has worked at CFA for over 14 years and has experience in a wide variety of marketing disciplines, working with a range of business to business clients, both large and small. As a full service agency CFA has had to change the way it approaches PR and the way it tackles journalists and news distribution for its clients. The company has had to look at and respond to the tangible benefits of social media for its clients, the conversion of printed publications to online resources and changes in the delivery of news and information for its clients.

## Events Booking

In order to reserve your place for this event, please visit and book online at: [www.cim.co.uk/events](http://www.cim.co.uk/events) Alternatively call the Events Team on **01628 427120**.

### Date

**Wednesday 17th February 2010**

### Time

Registration	<b>19:00</b>
Event Begins	<b>19:30</b>
Event Finishes	<b>21:00</b>

### Price

Student	<b>£17.50</b>	£20.00
Member	<b>£20.00</b>	£22.50
Studying Member	<b>£20.00</b>	£22.50
Non Member	<b>£22.50</b>	£25.00

Early bird price – valid until 31/01/10

### Venue

**Bridgewood Manor Hotel**, Bridgewood Roundabout, Walderslade Woods, Chatham, Kent, ME5 9AX

### How to find it

#### From the M2

Follow the signs for M20 and A229 then immediately follow signs for Chatham/Rochester A229. At the roundabout, take the exit signposted A2097 Borstal/Bridgewood. Travel down the hill to the Bridgewood roundabout and take the third exit, under the flyover. Bridgewood Manor is 50m on the left hand side.

#### From the M20

Exit the M20 at J6. Take the A229 towards Chatham. Follow signs for the A2097 Borstal/Bridgewood. Travel down to the Bridgewood roundabout and take the third exit, under the flyover. Bridgewood Manor is 50m along on the left hand side.

