

# Achieving Better Customer Retention through Social Marketing

- a half-day seminar - 4<sup>th</sup> May 2010 – Sydney

Direct Marketing has spent decades perfecting "the right message to the right person at the right time through the right channel," decreasing segment sizes toward 1-to-1 Marketing. The focus has been on determining how customers are different and then marketing to those differences.

Social Marketing changes the attitudes and habits of a community. Reducing the smoking rate in many countries is just one example of the power of Social Marketing. Generally funded with public monies, Social Marketing also has a focus on individuals, but through community.

As customers become less responsive to direct marketing communications, they have become more involved with online communities and more receptive to recommendations from people like them. Increasingly, the task for commercial, for-profit, marketers is to work inside a community of pseudo-anonymous customers in sites like Facebook, YouTube or Twitter, because that is where customer attention is now concentrated.

In this brand-new world, the skills of Social Marketing are hyper-relevant. In this session, Tim Tyler will discuss successful Social Marketing strategies and their increasing relevance to commercial marketers.

## In this practical 3 hour seminar you will learn:

- *The changing ways that customers are consuming content*
- *How you must follow customers – or lose them*
- *Connected marketing and how to use it*
- *The Influentials and the new 30 second spot?*
- *How to develop a Social Marketing framework*



Tim Tyler is a recognized expert in Relationship & Loyalty Marketing, defined as "Marketing to people you know; customers."

His multinational practice advises major corporations on loyalty program design & operations, customer analytics & insight, advocacy programs, CRM and Customer Experience Management. Clients are in the retail, financial services, pharmaceutical and entertainment industries.

Prior to Genroe Tyler held executive positions in multi-national consulting practices and enterprise software application vendors. He is a well-regarded and entertaining speaker, appearing across the Asia Pacific region.



Ph: (02) 9267-5220 Fax (02) 9267-4202  
Email: [info@espeak.com.au](mailto:info@espeak.com.au)  
Website: [www.espeak.com.au](http://www.espeak.com.au)

# Achieving Better Customer Retention Through Social Marketing

4<sup>th</sup> May 2010 - Sydney

## SYDNEY PROGRAM Tuesday, 4<sup>th</sup> May 2010

### VENUE:

Saxons Training Facilities  
Level 10, 10 Barrack Street, Sydney, 2000  
[Download Saxons Venue map](#)

## MELBOURNE PROGRAM

### VENUE:

Saxons Training Facilities  
Level 8, 500 Collins Street, Melbourne, 3000  
[Download Saxons Venue map](#)

## BRISBANE PROGRAM

### VENUE:

Saxons Training Facilities  
Level 11, 300 Adelaide Street, Brisbane QLD 4000  
[Download Saxons Venue map](#)

**Registrations** are from 8.30am. Program starts at 9.00am and finishes at 12.00pm

### Registration Fee:

\$595.00

Includes 10% GST, lunch and breaks, participant workbooks and handouts.

### Discounts

For 3 or more delegates from the same organisation, a discount of \$50.00 per person applies.

### Cancellations

- Full refund if notice is received two weeks prior to workshop
- 50% refund if cancellation received at least one week prior to workshop

### Changes to Program

E&S reserves the right to alter the content, date or venue if necessary. Every effort will be made to communicate with participants immediately.

### In-house Programs

This program can be tailored for your own organisation's needs

For more information, please contact Julie Ankers on (02) 9267-5220, or Email: [info@espeak.com.au](mailto:info@espeak.com.au)

## REGISTRATION / TAX INVOICE (Please keep a copy for your records)

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Mobile: \_\_\_\_\_

E-mail: \_\_\_\_\_

### Attendees' Names:

---

---

---

---

---

---

---

---

Total payment \$ \_\_\_\_\_ for \_\_\_\_\_ attendees via:

**DIRECT DEPOSIT BSB: 032-016**

**Acc No:377845**

**CHEQUE Payable to E&S Training & Development**

Visa  MasterCard  Bankcard  AMEX

Diners Club

Card No. : \_\_\_\_\_

Expiry Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_

### Fax, post or email with payment to:

E&S Training & Development Pty Ltd

ABN 49 137 749 412

Suite 605, Level 6, 276 Pitt Street, Sydney 2000

Phone: (02) 9267-5220

Fax: (02) 9267-4202

Email: [info@espeak.com.au](mailto:info@espeak.com.au)

Ph: (02) 9267-5220 Fax (02) 9267-4202

Email: [info@espeak.com.au](mailto:info@espeak.com.au)

Website: [www.espeak.com.au](http://www.espeak.com.au)