How to compete with the Big Players.

Big companies have marketing budgets that small businesses can only dream of. In the online world they are spending millions on search and social. How can smaller businesses and brands compete? We give you three strategies to help you compete with the big players – and win.

Talks Schedule.

01. What's next depends on what you know now.
During this talk, Kelly will share data and insight that some of the greatest world minds and business leaders continue to get wrong – and why the pictures in our head will trip us up if we don't change our world view.

02. Is your marketing strategy working for you?
This talk will explore the common reasons for 'marketing failure' and why people don't buy from you, or engage with you. It won't guarantee success, but really it isn’t. This talk importantly explores winning marketing strategies in an era of significant change and high customer expectations. If you feel like you’re not getting anywhere – the leads are not rolling in, people are not engaging with your brand despite many marketing attempts then this talk is for you.

03. How to compete with the Big Players.
Big companies have marketing budgets that small businesses can only dream of. In the online world they are spending millions on search and social. How can smaller businesses and brands compete? We give you three strategies to help you compete with the big players – and win.

04. How to discover purpose and leave a legacy you (and others) can be proud of.
Making a difference in some way is a desire of many, and we tend to forget that we can all make a positive contribution and create a legacy that not only helps others – but enriches our own lives. In this talk, Kelly explores ideas we look at purpose – how to find it and how to create a legacy that you and others can be proud of.

Can’t make the event? Join one of our live webinars. Sign up now!