

**Digital Engagement
Marketing Workshop**

Interested in Optimizing Your Digital Marketing to Generate More Qualified Leads?

Not getting as many leads as you know you could be on your website? Don't know what to change? Neural Impact (www.neuralimpact.ca), has developed a **Digital Engagement Marketing Workshop** to help you significantly increase the quality of your leads, improve your website engagement and accelerate your customer acquisition process.

Join us at this thought-provoking 2-day workshop that will challenge how you look at industry-specific digital marketing and prospect engagement.

You will leave with a concrete action list that documents the critical changes needed to immediately improve your inbound (and outbound) emotional engagement, demand generation and lead conversion. Focus will be put on analyzing and optimizing your website to apply the workshop concepts in a practical way.

Key Workshop Outcomes

- Mapping the emotional buying cycle
- Resonating with your prospect using tribal engagement
- Inbound vs outbound marketing
- Persona targeted emotional messaging hooks
- Emotional engagement triggers
- Stimulating Desire - Power of emotions
- Unveiling compelling prospect pain
- Maximizing visual stimulus
- Persuasion and novelty
- Simplicity vs complexity
- Building trust and proving your claims
- Value Exchange (Ve)

Who Should Attend

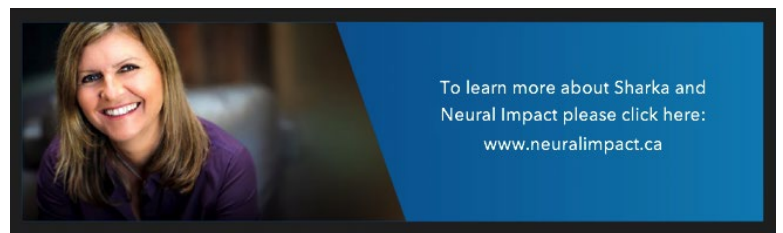
- ✓ Marketing leaders and team members
- ✓ Sales enablement team members
- ✓ Marketing content contributors & designers

Optional other Participants

- Account managers and sales team members
- Customer success managers

Your Workshop Facilitator:

Sharka Chobot is the creator of the CRM product category, a professor of marketing and behavioral science and the Chief Transformation Officer at Neural Impact. Sharka applies the latest advances in neuroscience to help technology providers around the globe optimize their product strategies and accelerate their customer acquisition processes.





Digital Emotional Engagement Workshop

AGENDA

DAY 1
MORNING
Opening, Agenda, Learning Objectives
Changing Role of Marketing
Marketing is the New Sales
Meet the Cloud Buyer 3.0
Emotion Cycle Marketing
Science of Emotional Engagement
Website Goal Definition & Measurement
Tribal Engagement
AFTERNOON
Emotional Engagement Triggers – Self-centered, contrast, strong start and end, appealing to 3 learning styles
Power of Emotions - leveraging fear, creating loss and risk
Unveiling Compelling Prospect Pain – benefit-based messaging
Persona Profiling and Content Strategy
DAY 2
MORNING
Engagement Content Strategy - WHAT HOW WHY - Marketing Asset Mapping
Maximizing Visual Stimulus – landing page, use of video motion, effective imagery, design
Curiosity & Persuasion – The art of questioning
Simplicity vs Complexity – Landing, videos, messaging and design
AFTERNOON
Demonstrating Customer Passion & Proving your Claims
Reciprocity and Value Exchange (Ve)
Creating Urgency - Getting Action – scarcity, loss
Building Trust and Credibility
Leveraging Online Marketplaces to Get More Leads
Next Steps & Implementation Plan – content management strategy
Closing