



LINKING ENTREPRENEURS IN
ANTRIM AND NEWTOWNABBEY

The LEAN Network is delighted to invite your business to

How To Utilise Influencer Marketing

Tuesday 10 March 2020, 9.30am-12.30pm

If you are not taking advantage of Influencer Marketing, you're missing out on a huge opportunity to increase your brand awareness, grow your following and increase your engagement.

In this workshop you will get an understanding of why influencer marketing is important for your business. Influencers are the new celebrities of our era but businesses need to know how to identify, approach and use influencers in the right way.

At the workshop learn how to:

- Choose the best influencer for your brand, product or campaign.
- Know if a micro influencer will work instead of a well-known but more costly celebrity.
- Work out what returns you will get from an influencer campaign.
- Tell if an influencer has paid for followers.



Speaker Niamh Taylor is CEO of multi award-winning digital marketing agency Digital Twenty Four and has over 18 years international experience in marketing, both online and offline, across business to business and business to consumer and public sector. She was crowned NI Digital Business Person of the year as well as being named one of the top 100 UK SME Digital Leaders.

Venue: Old Courthouse, Market Square, Antrim BT41 4AW

Cost: Free Event (breakfast baps included)

Booking: Email events@antrimandnewtownabbey.gov.uk including name, business name and location or telephone Kim on 02890 340434

Please book early to avoid disappointment, due to the interactive format of the workshop places will be limited to Antrim and Newtownabbey businesses.