



LINKING ENTREPRENEURS IN  
ANTRIM AND NEWTOWNABBEY

The LEAN Network is delighted to invite your business to

## How To Boost Sales Through Pinterest

Wednesday 22 May 2019, 6-9pm

Pinterest has over 250 million users and is a perfect social network for visual brands. It is considered the best social network for sales conversions after Facebook, yet most businesses ignore this free marketing platform.

Learn how Michelle grew a Pinterest account to 100,000 followers and how she uses it for business awareness, increasing website traffic and boosting sales.

The workshop will offer a practical step-by-step guide to:

- How To Set Up Your Own Professional Pinterest Account for Business.
- How to Optimize your Pinterest account to help your business get found in the big search engines like Google, Bing and Yahoo.
- How to optimize your profile, Pins and Boards and maximize your returns from Pinterest.
- How to drive traffic from Pinterest to your website



**Speaker Michelle Connolly** runs the Content Marketing Agency ProfileTree. She specializes in video production and video marketing as well as creating interesting and engaging content. With an expertise in SEO Michelle focuses on developing digital strategies that take into account all aspects of the business and help build brands online. Michelle has worked with a massive range of clients from SME's to the National Trust. Running her own YouTube channels Michelle has generated over 3 million views in the past 18 months.

**Venue:** Yarn Suite, Mossley Mill, Newtownabbey, BT36 5QA

**Cost:** Free Event (dinner included)

**Booking:** Email [events@antrimandnewtownabbey.gov.uk](mailto:events@antrimandnewtownabbey.gov.uk) including name, business name and location or telephone Kim on 02890 340434

## The LEAN How To Workshop Series Continues....

### **Avoid Data Breaches**

Jalaro, 4 Jun 2019, 6-9pm, Antrim Civic Centre

### **Utilise LinkedIn - The Number 1 Social Media Channel For B2B**

Daniel McCarry, Counter Digital, 27 Jun 19, 9.30am-12.30pm, Mossley Mill

### **Develop Videos For A YouTube Channel Or Website**

Michelle Connolly, Profile Tree, 10 Sept 19, 9.30am-12.30pm, Mossley Mill

### **Write A Business Plan For Your Business**

Sandra Young, S Young Retail, 1 Oct 19, 6-9pm, Antrim Civic Centre

### **Edit Videos (Beginners)**

Michelle Connolly, Profile Tree, 15 Oct 19, 6-9pm, Antrim Civic Centre

### **Make Sales Connections – F2F, Online And B2B**

Mrs Jackie D'Arcy, Daniel McCarry & Philip Bain  
20 Nov 19, 5-9pm, Mossley Mill

### **Retain Customers - Modern Customer Care**

Stephen Smyth, BWEC, 12 Dec 19, 9.30-am- 12.30pm, Antrim Civic Centre

### **Optimise Your You Tube Channel**

Michelle Connolly, Profile Tree, 21 Jan 20, 6-9pm, Antrim Civic Centre

### **Recruit The First Or The Best**

Labour Relations Agency, Stephen Smyth & Sandra Young  
11 Feb 20, 9am-3pm, Mossley Mill

### **Utilise Influencer Marketing**

Niamh Taylor, Digital24, 10 Mar 20, 9.30am-12.30pm, Old Courthouse

### **Interested in attending?**

Phone Kim on 02890 340434 or email including name, business name and location [events@antrimandnewtownabbey.gov.uk](mailto:events@antrimandnewtownabbey.gov.uk)

You can register for one or more of the workshops but please book early to avoid disappointment. Due to the interactive format of some workshops places will be limited to Antrim and Newtownabbey businesses.