



Hi [Name]

Good day! You are invited to attend the [CONTENT STRATEGY MASTERCLASS](#) on March 14 and 15, 2016 in Cebu City.

A two-day, hands-on workshop to help you shift from traditional to **digital marketing** strategies, and incorporate the latest digital marketing techniques and platforms.

Learn about: **#ContentMarketing #AdBlocking #Branding #Advertising #ContentStrategy** across all mediums whether traditional or digital.

In this modern Aldub age, it is critical to align your current marketing efforts to that of a digital content approach. Make use of trends and techniques to push your brand to a wider audience to meet corporate targets – whether **increasing revenue, promoting engagement, or becoming a market leader.**

Organized by [Geeks On A Beach](#) by [TechTalks.ph](#) and [Frame 316](#).

50% launch discount till Feb 20 only!

Regular price 15,000 each, now only 7,500 pesos. Read up and [Register today!](#)

What: Workshop

When: Monday, March 14, 2016 - 9am to 5pm

Tuesday, March 15, 2016 - 9am to 12noon

Where: Cebu City, To Be Announced

Who should attend: Marketing Professionals, Marketing/Advertising/Sales Teams Content Creators, Advertisers, Creative Directors, Search Engine Marketers Communications/PR Professionals, Media Managers and Decision Makers More.

Below are the ticket details and speaker's profile for your perusal.

TT12 Technology Forum, Inc. (dba TechTalks.ph)

814D Tres de Abril St., Cebu City, 6000 Philippines

Mobile: +63 9478908158 | Email: info@techtalks.ph | Website: www.techtalks.ph



For further discussions about the event details, feel free to contact us at **0949-514-8278 (Daryl)** or you can also email hello@geeksonabeach.com. May we follow up with a phone call on or before Friday (February 20, 2016)? Thank you!

Registration Fee

15,000 Php + VAT

Discount Scheme

- 7,500 Php includes 50% Launch Discount. Limited Seats! Register and Pay by February 20, 2016
- 10,500 Php includes 30% Discount until March 5, 2016
- 13,500 Php includes 10% Discount until March 13, 2016
- Groups of 2 or more get additional 5% discount. Subject to availability. First Come, First Served.

How To Register

- Register and pay online (credit card/paypal) [CLICK HERE](#) or
- Register and pay via bank deposit - Email to hello@geeksonabeach.com

Learning Objectives

At the end of the course, you will;

- Have an understanding of the value of creating customer-centric content by learning practical ways to use stories in the content you create.
- Learn how asking the right questions can lead you to authentic brand stories that your audience can connect to.
- Learn how you can transform your existing marketing team to content generators and find ways how to build engagement through conversational content.
- Understand the need to invest time and resources on content
- Discover the work involved in having a content strategy in place and how you can manage the results of this strategy.
- Design a content structure that you can use to start building your content assets for your company.

MASTERCLASS TOPICS

Identifying your brand message

Yes, you have a company that sells this awesome product or provides the most valuable services. But guess what, you are not alone in this part of the planet. In this tract, you will

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learn how your authentic voice and your story can help you deliver a unique message to your target audience.

Qualifying your audience

Understanding buyer personas and designing a channel to use these personas to influence your marketing team to use the right strategy and lead your sales team to the people who are ready to buy from you.

Identifying & Creating the right content for the right audience

Define your purpose in creating the content, what do you really intend to accomplish through your content strategy and why a one size fits all approach will not deliver the results you were expecting to get.

Distributing to the right channels

So you got your content nailed, you think the message is clear, you are not hard selling, and the value of the right combination of a compelling content that is entertaining is already up your sleeve. Now, what do you do with that amount of content? In this tract, you will learn how to identify the right channels for your specific message delivered at the time when your customers need it.

Nurturing and conversion of your audience to buyers

Lastly, your audience has decided to acquire or purchase from you, while you have done most of the job by this part you have to remember that the rest of the marketing world will try to create content to steal your audience. What do you do to keep them going back to you for repeat business? It still has a lot to do with content.

About the speaker:

[Robert Cristobal](#) is a Singapore-based Entrepreneur who specializes in content creation, curation and distribution. His company has created content for multinationals such as

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Microsoft, Standard Chartered and Pfizer. He has spoken in numerous workshops / conferences on the topic of Content Strategy, and he is also a lecturer on Content Marketing and TV Commercial Concept at CMA Academy in Singapore.

Let Robert and his team help you with your current marketing issues and concerns. Let us help you learn the latest techniques to ease the pain and optimize the costs of your ever-shrinking advertising and sales budget. Don't delay. Do not miss this unique opportunity to invest in yourself and your company.

You deserve this chance.

Register today! 50% off expires February 20, 2016. Contact us today!

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THANKS AND SEE YOU AT THE EVENT!

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