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**practitioner  
led  
training**



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**2,000+  
professional dip.  
post grad dip.**

**ireland & uk**  
dublin, belfast, london,  
cork, limerick, galway, kilkenny



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**digital marketing**

**seo** get found in google  
**ppc** advertise in search engines  
**email** lead generation and sales  
**social media** facebook, linked in twitter  
**affiliate** online sales network  
**mobile** reach and interaction  
**online pr** free advertising  
**analytics** iterate and manage roi  
**planning** pull it all together



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we've been teaching, lecturing,  
shouting, cajoling, berating,  
encouraging, laughing, comparing,  
but also.....

# listening!

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# challenges

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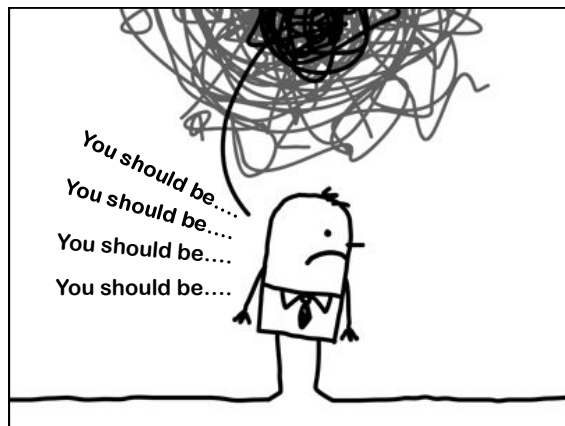
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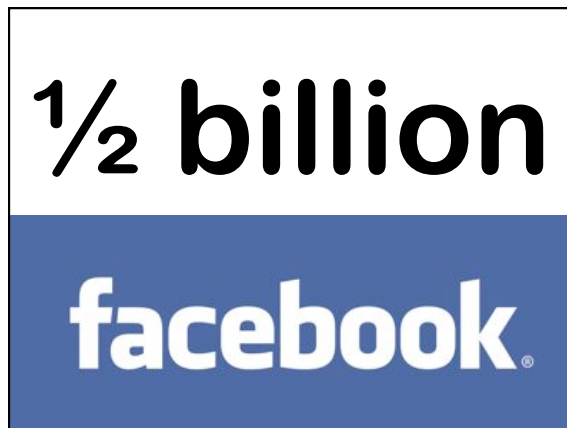
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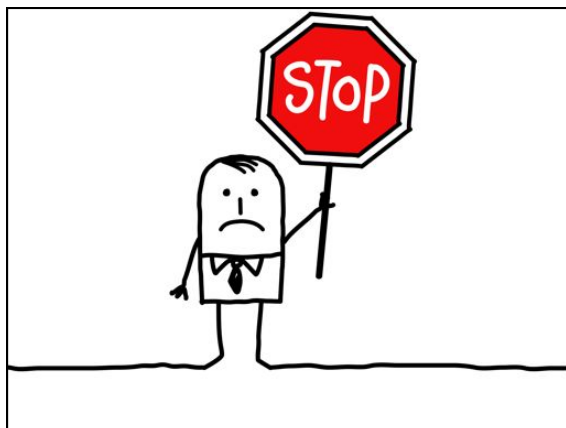
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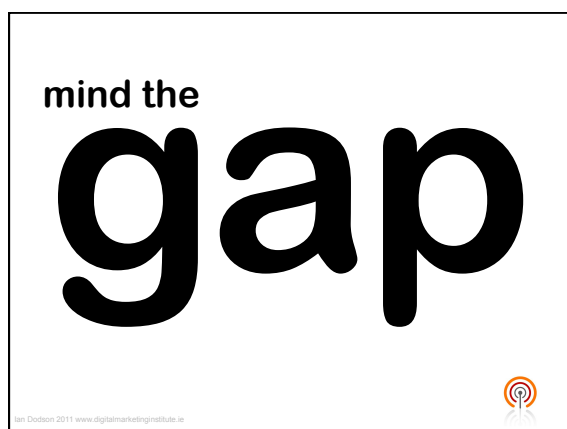
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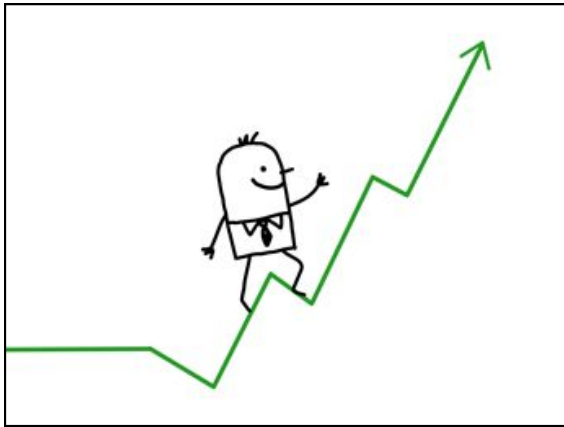
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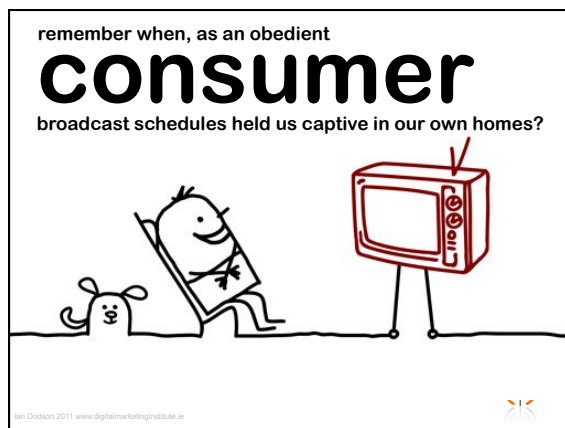
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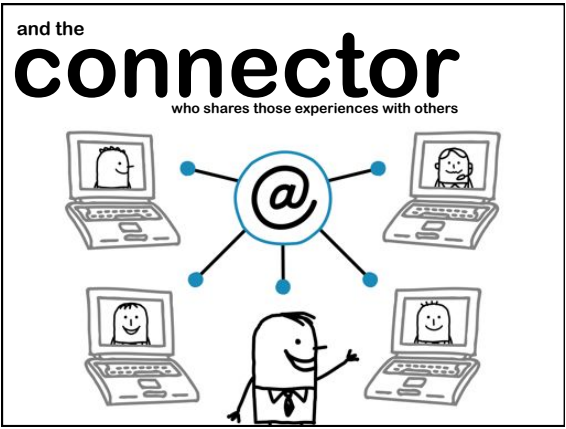
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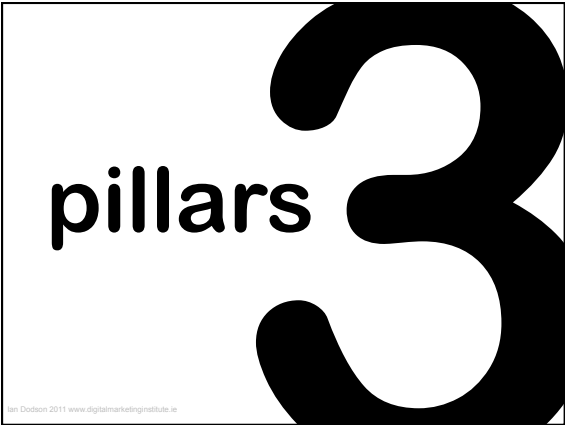
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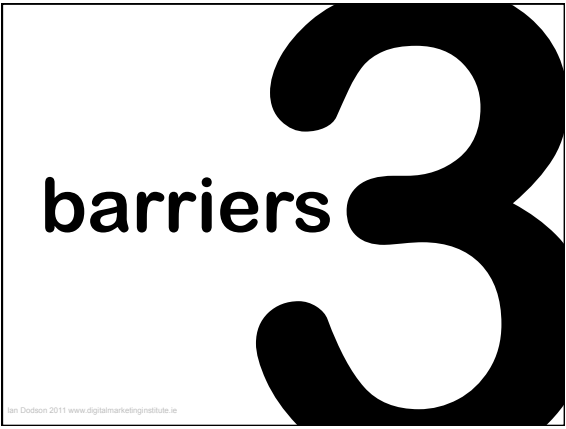
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# channel people iteration

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barriers

# 3

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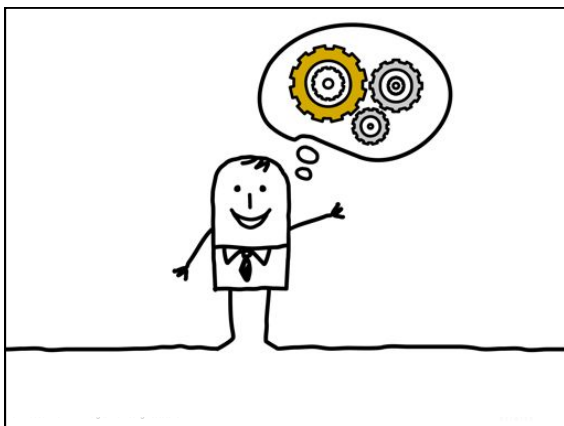
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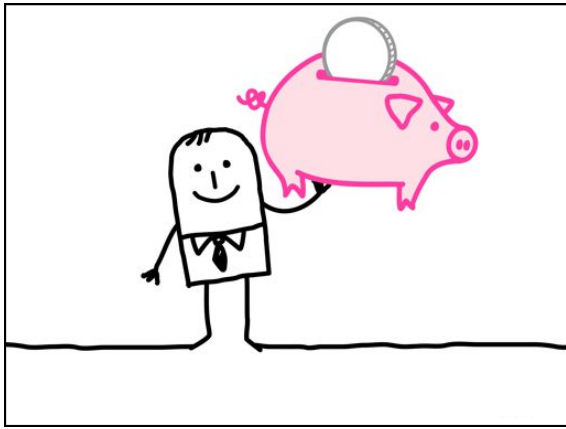
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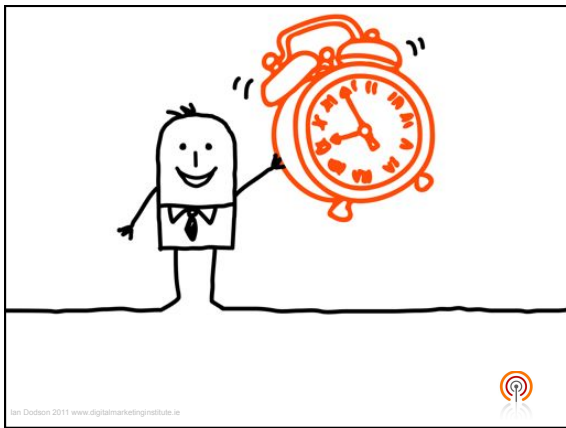
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**site  
seo  
linked in  
adwords  
get educated**

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