

DIGITAL MEDIA

MARKETING
EMPATHY + BUSINESS

WWW.PEPPERBROOKSMEDIA.COM

meet pepperbrooks

PepperBrooks is a professor, award-winning blogger, creative digital marketing strategist who blends planning, research, digital art, and technology with **empathy**.

Can digital media marketing really help my brand?

...not having a digital media marketing strategy can potentially harm your brand - it is rapidly growing and soon might completely eliminate most forms of traditional marketing.

New approaches, deliver more conversion, that means more subscribers, more leads, more readers, more profit.

"I RECENTLY ATTENDED ONE OF **PEPPERBROOKS MEDIA** MARKETING WORKSHOPS AND WAS EXTREMELY IMPRESSED. I WAS VERY INFORMATIVE AND SHE PROVIDED A LOT OF REAL LIFE EXAMPLES ON HOW TO BEST IMPLEMENT SOME OF THE STRATEGIES SHE TAUGHT US ABOUT. I WOULD HIGHLY RECOMMEND ANYONE WHO IS LOOKING TO PROMOTE\MARKET THEIR BUSINESS...IN ORDER TO GET YOUR BUSINESS TO THE NEXT LEVEL.
LOOKING FORWARD TO YOUR NEXT WORKSHOP! "

SEAN MARTIN - SENIOR MANAGER



synopsis

Introduction – Hi!
What is Empathy?
User Experience (UX)
Sweet Spot
Ideal Client Profile/Persona
Social Media Marketing
Digital Content
Editorial Calendar
Business Model
Keywords & Hashtags
Demonstration
Twitter
Facebook
Instagram
Digital Business Tools
Recap
Conclusion

mission

PepperBrooks Media is where entrepreneurs and bloggers find digital strategies to integrate empathy with their brand.

Grow your business by caring.

vision

Awaken emotion, humanity, **heart**, and compassionate leadership in business and design.

\$1200

Customized Training & Strategy

Empathy

Business

Plan - Create - Execute

A weeks worth of training, delivered in four hours
- we know your time is limited -

user experience

Interactive approach focusing on user experience and user journeys, skills learned will apply to web and mobile applications. Participants will be expected to work with an emphasis on participation, collaboration, and brainstorming.

social media

Explore and develop social media marketing initiatives that are designed to meet personal and business objectives - with an emphasis on real-life stories and experiences, and best practices. You will learn techniques through demonstration that will help establish and maintain an effective online presence on Facebook, Twitter, and Instagram.

Grow your business by caring 

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