



# DOMINATE THE DIGITAL

WEDNESDAY OCTOBER 2, 2019

[Connect@DominateTheDigital.com](mailto:Connect@DominateTheDigital.com)



## 2019 PROGRAM GUIDE

See inside  
for CONTEST  
& PRIZES!

*Captivate, Engage, and Grow.*  
#DominateTheDigital



## Welcome to the First-Ever Online #DominateTheDigital Conference!

My name is Sue Sutcliffe, and I congratulate you on your decision to grow your digital marketing muscles here today. Whether you are participating via Zoom or at viewing parties, if you're looking to captivate, engage and grow your business, there is no strategy better for most small businesses than digital marketing.

I've been making digital marketing profitable for small businesses since 1995, and although I love all things marketing, I am most passionate about helping small businesses owners because in doing so, I'm making the world a better place, one family at a time.

I came up with the idea of a 'new' kind of digital marketing conference specifically for modern-day small business owners -- especially homepreneurs, solopreneurs and retailers -- who struggle keeping up with the ever-changing digital landscape, or are not able to attend traditional conferences due to time, cost, distance, family responsibility or lack of affordable high-speed internet. The latter being why I decided to partner with venues to host viewing parties.

I called my mentors and EVERYONE loved my new business model so I started creating my dream team, starting with Shani and Sindy of S Squared Communications who jumped on board as Event Planners and Paula Kennedy of Purple Door Creative who has been an absolute rock as our media sponsor. Now able to focus on creating the very first #DominateTheDigital Online Digital Marketing Conference, I started gathering local talent, sponsors, partners and the best emcee a girl could ask for Robert (Bob) Weese with B2B Sales Connections.

I hope you enjoy the show, would appreciate your feedback, and urge you to take and post your selfies online with #DominateTheDigital. We'd love to see the event through your eyes, and you could win prizes with a combined value of over \$3,500!!

Sue Sutcliffe, *Conference Creator*  
Dominate The Digital Conferences  
Connect@DominateTheDigital.com



WHERE CREATING ORDER IS JUST THE BEGINNING...

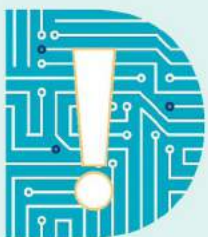
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🏠 151 Yonge Street, Suite 1100, Toronto, Ontario, M5C 2W7

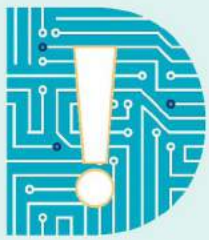
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Ready to get your space orderly and design-savvy? Contact us today and mention this ad to claim your exclusive offer of 25% off your first booking!

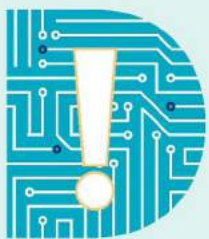
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# #DominateTheDigital



# Program Schedule



## **Registration & Earlybird Networking | 8 - 9 am**

*Connect with fellow attendees as you register for the day.*

## **How to get People to Click and Convert | 9 - 10am**

Content marketing is a smart and economical way to create awareness, build credibility and ultimately profits. Sue Sutcliffe will show you how to "make them click".

## **From Podcasting For Briefcasts | 10 - 11 am**

Podcast or briefcast? Join Jason Perrier, Teri Fisher and Christian Karasiewicz to learn why small businesses are embracing voice technology in increasing numbers and how you can too.

## **Freakonomics of Website Data | 11 - 12 pm**

Learn why consumers buy, understand how to use your website's data, and increase your sales. Arun Kirupa shows you how to make marketing more effective.

## **Digital Storytelling | 12 - 1 pm**

Use photos, videos and compelling stories virtually to attract followers, build relationships, gain clients and make sales! Join panellists Heather O'Connor, Mitch Sanker, and Lisa Carnwith as they share their storytelling secrets.

## **Build Your Empire by Growing Your Email List | 1 - 2 pm**

Email communication is consistently better for stimulating sales than social media alone – plus it's easier and more affordable! Antoinette Burrell shows you how to connect with your ideal clients and capture their attention.

## **Dominating CyberSecurity | 2 - 3 pm**

Are you aware of your cybersecurity blindspot? Cybercrime is already on radar for big businesses, yet small businesses are wondering if they will be targets. Create your cybersecurity fire plan with Darnley Greson II now!

## **Niche Marketing in the Digital Age | 3 - 4 pm**

Join Antoine ElHashem, Nancy Wilson, and Shellene Drake-Tull as they share their experiences in building their brand online and working within niche markets.

## **Ultimate Website & Rapid Ranking Clinic | 4 - 5 pm**

Get ranked in Google's Top 10 on searches. Long-term marketers, Rob Ragusa and Louie Pateropoulous tell you how to BEST the search engines.

# Selfie Contest!

On October 2, 2019, be sure you take a selfie at #DominateTheDigital! If you're watching virtually, make sure you get your screen in the photo showing you watching the conference! Share the photo on Facebook, Instagram, LinkedIn or Twitter and make sure you use the hashtag #DominateTheDigital for your chance to win one of our amazing prizes! Total value of donated prizes is more than \$3,500.00!!



## DID SOMEONE SAY

Prizes valued at over \$3,500.00 to be won October 2, 2019 compliments of

*Prizes?!*

4 X 50 minute virtual coaching 1-1 sessions to help you grow your sales and your income. (Valued at \$795)  
B2B SALES CONNECTIONS INC.

Mini Vision boards in a box – Comes with all the materials you will need to set clear goals for your future.  
(Valued at \$59.99)  
BIG GIRL INTERRUPTED

Quarter page ad in PinkPlayMags or theBUZZ magazines that cater to the LGBTQ community (Valued at \$325-485)  
INSPIRED MEDIA INC

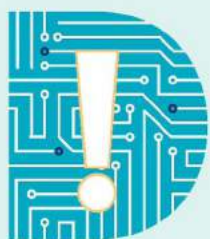
Free 1,100 word blog post with keywords embedded, written by award-winning writer Jenn Humphries.  
(Valued at \$500)  
JC HUMPHRIES & ASSOCIATES

2 hours of consultation services for video editing. (Valued at \$200)  
PHIZZY STUDIOS

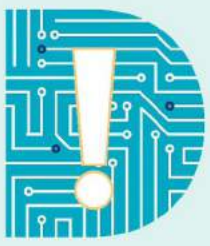
90-Second Facebook Cover Video (\$300)  
PURPLE DOOR CREATIVE

Online Power Coaching Program (Valued at \$1,200)  
SUE SUTCLIFFE

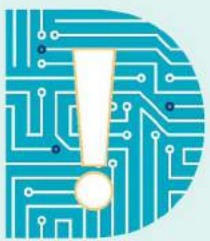
Free virtual assistance package for 2 months (\$700 value)  
THE VIRTUAL GURUS



# # DominateTheDigital



# Sponsors & Partners



marlene boyle  
let's get you home BROKER



# Thank you!

# THINK OUTSIDE THE BOX!

FLASH BRIEFING

FORMULA

A FREE premium course to take advantage of the  
LATEST marketing platform:  
Amazon Alexa Flash Briefings!

[FlashBriefingFormula.com](http://FlashBriefingFormula.com)

by Dr. Teri Fisher, MD

TEDx Speaker, Teacher, Podcaster, Briefcaster



[SueSutcliffe.com/DIY](http://SueSutcliffe.com/DIY)

## BUILD A WEBSITE DAY

Ideal for do-it-yourself-ers who want  
to get a website or blog up fast!

INCLUDES:  
3 workshops  
1 week support

YOUR  
WEBSITE  
HERE

# #OnlinePower Coaching

Ideal for business owners and sales teams who want  
to boost online presence and digital sales.

### 11 Weekly Coaching Sessions

- ✓ Digital Strategy
- ✓ Brand Check
- ✓ Success Tracking
- ✓ Winning Websites
- ✓ Blogging / Content Creation
- ✓ Social Media Authority
- ✓ Facebook Marketing
- ✓ LinkedIn Marketing
- ✓ Social Networking
- ✓ Digital Management
- ✓ Google My Business

You take live from the comfort of your home computer.

11 Weeks #OnlinePower Support & Networking in  
Member-Only Facebook Group

1 Personal #OnlinePower Digital Strategy Session

1 Personal #OnlinePower Website, LinkedIn and Facebook page review

**SUE SUTCLIFFE**

1-800-579-9253 | [Sue@SueSutcliffe.com](mailto:Sue@SueSutcliffe.com)

[SueSutcliffe.com/OnlinePower](http://SueSutcliffe.com/OnlinePower)



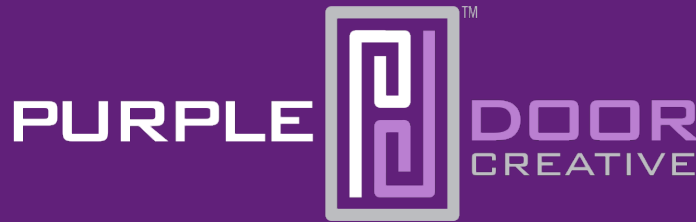
Websites | Social Media | Digital Training  
BOOSTING online presence & digital sales since 1993!

• Feature Sheets • Post Cards & Flyers • Head Shots • Lifestyle Shots • Branding • Social Media • Content & Blog Writing • Web Commercials • Testimonial

Videos | Quality Interior/Exterior Photography • Videography • 360° Virtual Tours • Graphic Design



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CANADIAN  
**WOMEN'S**  
CHAMBER OF COMMERCE

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