



# Innovation Day 2010

Wednesday 21<sup>st</sup> April

**bloofers**

Guy Jacobs – Bloofers  
Rita Mascia- University of Bedfordshire



# Desperately Seeking Sales

How to drive customers to your door @ digital speed

- **Workshop Structure:**

- *Your Trainer - Guy Jacobs*
- *Defining your next successful marketing campaign.*
- *Questions & Answers*

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# Desperately Seeking Sales

How to drive customers to your door @ digital speed

- **Guy Jacobs**
  - *Co-founder of Bloofers*
  - *Public Speaker*
  - *Behavioural Sales*

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# Desperately Seeking Sales

How to drive customers to your door @ digital speed

- **Your next successful Marketing Campaign.**
  - *The Big Picture (of YOUR company)*
  - *Aim for the stars then climb the ladder of success one step at a time.*

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# Desperately Seeking Sales

How to drive customers to your door @ digital speed

- **Your next successful Marketing Campaign.**
- *A clear goal.*
- *Where are you now on the journey?*
- *Resources.*

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# Desperately Seeking Sales

How to drive customers to your door @ digital speed

- **Your next successful Marketing Campaign.**
- *What is your product?*
- *Who is your demographic?*
- *Which marketing procedure?*

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# Bloofers Limited

- **The bloofers service**
  - [The bloofers service](#)
- **A bloofers message**
  - [Example: Online Gambling Company](#)
- **Street level campaign**
  - [Street Level Marketing](#)
- **Contact**
  - [guy@bloofers.com](mailto:guy@bloofers.com)
  - [www.bloofers.com](http://www.bloofers.com)
  - 08000 743 180



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