

Silvia Coletto

The Customer is The Answer

30-45 minute session



Contact Silvia at silviascoletto@gmail.com

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99% of marketing problems have one simple solution: get better at understanding your customers.

Do any of these sound familiar?

- Your website makes it unnecessarily hard for people to buy from you
- Your content gets ignored
- You're unsure about what social media platform(s) to be on
- You hop on the latest tactic, trend or channel, but you'd struggle to explain why
- Your digital ads are burning money and not getting you the results you need

It all boils down to not knowing enough about your customer's behaviour and motivations.

After almost a decade in marketing, Silvia has worked with 100+ businesses across most industries and realised quickly that pretty much all businesses struggle with the same issues, or as Silvia calls them, "holes" in the buyer journey.

Her tried and tested framework takes you through these issues, which she will customise as much as possible with relevant examples to your industry, so that by the end of the session, you will be able to prioritise the actions needed to improve the journey, and will have a better understanding of how this impacts other areas of the business as well, sales in particular.

Who needs this keynote?

- Organisations whose marketing is under extreme pressure, yet can't understand why customer just don't seem to be buying from them
- Companies looking to increase customer satisfaction and profitability
- Organisations that struggle to articulate exactly who buys from them and what their buyer journey looks like
- Companies that have lost significant amounts of money in digital advertising yet didn't understand the root cause for that

What will the audience learn?

- They will understand the buyer journey better and learn which ones are the most common pitfalls
- They will learn through examples why each hole in the buyer journey needs to be fixed and what impact it can have on the rest of the business and ultimately the bottom line
- They will be able to use this list as an action plan, and within that, they will be able to prioritise effectively what needs to be tackled



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Follow up activity

Organisations choose to follow up with Silvia and the agency she works with to improve the effectiveness of their marketing across SEO, PPC, Content creation, Web development, Web user experience, App development and more.

Follow up activities include: Masterclasses, Consultancy, Training, Web development projects, SEO/PPC audits, SEO/PPC retainers.


Silvia Coletto

Silvia Coletto is a seasoned marketing professional who has been guiding businesses to improve their marketing since 2016. With her expertise in media buying and a deep understanding of the customer journey, Silvia can help businesses overcome any obstacle hindering their growth. She approaches marketing with a fun and straightforward attitude, bringing a unique perspective to the table, having managed millions in digital ad spend for both large and small clients.

Silvia believes that any business can be successful as long as they have a clear understanding of their target audience and the reasons behind their buying behavior. She focuses on the fundamentals of great marketing, including clarity in business goals, a deep understanding of buyer motivation, a consistent and impactful message, and a solid understanding of how all the pieces of the marketing puzzle fit together.

She is not just a speaker but also a consultant who can help businesses identify and improve any weaknesses in their customer journey. And if businesses are looking to take their paid advertising efforts to the next level, Silvia has got them covered with her data-driven strategies that link advertising efforts to overall business goals. With Silvia's guidance, businesses can take their marketing game to the next level.



Next: Silvia's bios 

Silvia's Bios

50 Words:

Silvia Coletto is a marketing expert helping businesses level up since 2016. She's skilled in media buying and knowing the customer journey, including how to overcome obstacles to growth. Silvia brings a unique perspective with her fun, straightforward approach and expertise managing millions in digital ad spend. Focusing on great marketing fundamentals, she helps businesses understand their target audience, improve weak spots in the customer journey, and connect advertising to overall goals.

70 Words:

Silvia Coletto, a marketing pro since 2016, helps businesses improve their marketing strategies. With expertise in media buying and a deep understanding of the customer journey, Silvia brings a unique perspective and approach to help overcome growth obstacles. She focuses on great marketing fundamentals and offers consultancy to identify and improve weaknesses in the customer journey. Silvia also offers data-driven strategies for paid advertising, linking efforts to overall business goals.

120 Words:

Silvia Coletto is a seasoned marketing professional who has been guiding businesses to improve their marketing since 2016. With her expertise in media buying and a deep understanding of the customer journey, Silvia can help businesses overcome any obstacle hindering their growth. She approaches marketing with a fun and straightforward attitude, bringing a unique perspective to the table, having managed millions in digital ad spend for both large and small clients.

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Next: AV requirements 

Silvia's AV Requirements

Silvia brings

Her own laptop for presentations. She currently owns a Microsoft Surface Pro 9 with two C ports and a dongle connecting to USB A, Ethernet, VGA and HDMI 2.0 ports, as well as a wireless presentation clicker.

Presentations work off of Google Slides (preferred) and are backed up on PowerPoint. Both are designed to work on 16x9 screens.

Silvia is happy to share the presentation ahead of the day so that a third backup is available.

Silvia requires

A backup bag full of dongles

A wireless, lavalier microphone

AC power plug to power her laptop (Microsoft Surface Pro 9). Her power plug comes with UK plug only.

A projector (VGA or HDMI input)

A confidence monitor



More A/V Questions?

If your A/V team has questions about any of Silvia's requirements, please feel free to email silviascoletto@gmail.com.