



# JIMMY NEWSON

The Impact Infuencer

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Jimmy Newson is the founder and CEO of Moving Forward Small Business, a membership-based digital publishing company on a mission to save a million small businesses from failure by 2050, leveraging technology, innovation, and business strategy. He is also the senior advisor for the New York Marketing Association. He presents workshops and training regularly with the Start Small Think Big, NY Public Library, SCORE, Digital Marketing World Forum, DC Start-Up Week, and multiple international SaaS companies.

SEE FULL BIOGRAPHY



## SIGNATURE WORKSHOP TOPICS

### TOPIC ONE

## **Inbound Marketing Presentation:**

Using Content Marketing to Attract High-Quality Leads and Convert Them into Happy Customers Easily

**Publish Helpful and Engaging Content Your Audience Wants to Consume**

Level: Beginner | Intermediate | Advanced

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I walk you through the inbound marketing methodology and how it can drastically simplify your entire content marketing process. This will be an interactive, hands-on workshop where I help you identify the best type of content, specifically for your business, to serve your target audience. Using the buyer's journey, map your content so you know when is the best time to deliver it.

When this workshop is complete, you will walk away with a tangible custom blueprint you can immediately put into action to start generating leads based on your marketing and sales goals. We work on everything from defining your avatar to coming up with the offers that will help turn your prospects into leads.

### **You Will Learn:**

- How to use timed content to convert more contracts and leads to customers
- How to drive more traffic to your content, events, and offerings
- How to develop a buyer persona and customer buyer's journey
- How to spend less time prospecting and more time closing
- What tools to use to deliver your content

## TOPIC TWO

# Content Mapping Presentation:

## Define Your Customer Buyer's Journey with Content Mapping

**Deliver the right content to the right person and close the sale at the right time.**

Level: Beginner | Intermediate | Advanced

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Every customer has a buyer's journey. The question is, do you know what it is based on your products or services? If you don't, you are missing out on being in the right place at the right time and helping your prospects and leads conclude that you have the solution to their most pressing problems and goals. Mapping your content and outreach to your customer's buyer's journey allows you to be a part of the conversation and not be seen as an intruder. You are then seen as an authority and begin to build trust, leading to more sales and happy customers who want to tell more people how awesome you are.

### You Will Learn:

- A detailed breakdown of each stage of the customer buyer's journey.
- How to create the right content by asking the right questions
- What tools and platforms work the best at each stage of the buyer's journey
- When to deliver your content and how

## TOPIC THREE

# Lead Generation Presentation:

## How to Generate Better Leads with Lead Magnets

### Why Your Business Will Make Lead Magnets Your #1 Source for Generating New Leads

Level: Beginner | Intermediate | Advanced

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Smart marketers and entrepreneurs know that using lead magnets is the most efficient and effective way of getting more leads into your business. What's a lead magnet? It's an ethical bribe offered to your prospect, something of value, in exchange for their email address. Using Lead Magnets is the fastest way to fill your business with high-quality leads that can potentially turn into loyal customers. This presentation will show you strategies that can help you effectively create and use lead magnets in every stage of your sales funnel.

#### You Will Learn:

- Why using a lead magnet is the most efficient way of getting more leads into your business.
- A step-by-step process for creating and using lead magnets
- How to never run out of ideas for high-converting lead magnets
- How to integrate your lead magnets into a conversion funnel
- How to effectively promote and market your lead magnet across multiple online platforms

## TOPIC FOUR

# Lead Generation Presentation: Email Marketing

## USING EMAIL MARKETING TO GET MORE WINS

Level: Beginner | Intermediate | Advanced

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According to Fast Company, email marketing has an ROI of 4,300%. This presentation will discuss the value of following up with new and existing leads that have not yet converted to paying customers using email and lead nurturing. Having a lead nurture system in place is crucial to your success.

As an integral part of an inbound marketing strategy, a lead nurture strategy can dramatically boost the number of wins you get and help you establish yourself as an authority in your niche.

### You Will Learn:

- Email Marketing Overview
- Pros and Cons of Email Marketing
- Getting Started with Email Marketing
- Tips for Crafting Your Emails
- A Bad Email vs. A Good Email
- Industry-Specific Ecommerce/Product-Based Emails
- Industry-Specific Service-Based Email Nurture Sequence
- Best Practices
- Industry Open Rates
- Next Steps
- Additional Resources

## TOPIC FIVE

# ActiveCampaign Email Marketing Workshop: Build a Next-Level Email Marketing Strategy

## The Power of Customer Experience Automation

Level: Beginner | Intermediate | Advanced

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Do you want to turn your leads into repeat customers? Join me as I deep dive into the "Customer Experience Automation," the next evolution in email marketing and marketing automation. While demoing the ActiveCampaign software, I will show you how you can give every single customer on your email list a unique experience through automation, saving you more time in your day to concentrate on the more important things. It's important to note that this is a workshop on systems and processes rather than content creation.

### You Will Learn:

- Email Building & Strategy
- Contact Organization and Management
- Form Settings and Strategy
- What is the Customer Experience Automation
- Personalization Tactics

## TOPIC SIX

# Video with Marketing Automation Presentation:

## Using Video With Marketing Automation

### Generate, Nurture + Qualify New Leads Using Video and Marketing Automation

Level: Beginner | Intermediate | Advanced

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Marketing automation (also called lead nurturing) is one of the fastest-growing areas of digital marketing. It's an important channel to optimize to help grow your business. This workshop teaches you how to use video and automation effectively with your marketing goals.

#### You Will Learn:

- How to generate new leads from video
- How to nurture leads with video
- How to identify the right content for your prospect during their buyer's journey
- How to use video data to qualify existing leads

## TOPIC SEVEN

# Video Marketing Workshop:

## 6 Videos Every Business Needs to Generate & Nurture Leads to Make Sales

Level: Beginner | Intermediate | Advanced

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Marketing automation (also called lead nurturing) is one of the fastest-growing areas of digital marketing. It's an important channel to optimize to help grow your business. This workshop teaches you how to use video and automation effectively with your marketing goals.

### You Will Learn:

- Discover the six types of videos you must have to attract leads and turn them into paying customers.
- Learn how to get started using video without spending money on tools or equipment.
- Learn how to quickly and easily pick content that ranks on page one of YouTube and Google.
- Learn to become the go-to person for your preferred client.
- Plus, ask questions about using video for your business

## TOPIC EIGHT

# Video Marketing Presentation: Developing Your Video Marketing Strategy: Essential Training from A to Z

**Grow Your Revenue 49% Faster than Non-Video Users**

Level: Beginner | Intermediate | Advanced

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Do you know why using video is so essential to the growth of your business? Diode Digital recently found that online video is a 600% more effective marketing tool than print and direct mail combined.

Jimmy Newson is an experience video marketing professional and the marketing director of the New York Marketing Association in New York City. He runs live digital marketing workshops regularly throughout New York State and worldwide online.

In this workshop, you will learn why developing a video marketing strategy is essential in helping you build authority and grow your business. This course also dives deep into what videos you can create and how to choose the right videos for maximum engagement. When you complete this course, you will have a thorough understanding and the practical skills necessary to reach your ideal customers through the power of video.

### You Will Learn:

- How to Create Your Video Marketing Strategy
- How to Source Video Topic Ideas
- The Type of Marketing Videos You Can Produce
- How to Optimize Videos for Conversion
- What Tools You Can Use to Create Videos
- How to Distribute and Promote Your Videos

## TOPIC NINE

# Keyword Research Workshop:

Creating Content that Helps you Win Over your Target Audience

## Keyword Research for Content Creation

Level: Beginner | Intermediate | Advanced

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**Keyword research** is the process by which you research popular **search** terms people type into **search** engines like Google and include them strategically in your content so that your content appears higher on a **search** engine results page (SERP).

### You Will Learn:

- Developing your Keyword Strategy & Foundation
- User Intent Classification of Keywords
- Determining the Ideal Keywords for your business
- What tools to use for Keyword Research
- How to use keywords to create great content

## TOPIC TEN

# Content Repurposing Workshop:

Create Less Content and Get A Bigger Return

## Why You Should Repurpose Your Content

Level: Beginner | Intermediate | Advanced

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Repurposing content sounds like a complete cop-out. Hubspot defines repurposed content more gracefully: "When you repurpose a piece of content, you're doing one of two things (or both): changing the format of the content, and/or changing the target audience for the content."

### You Will Learn:

- Why Content Repurposing is Important
- Repurposing Strategy
- The Many Content Formats
- Distribution Options
- Real Examples and Action Steps

## Digital Marketing 101:

### Choosing the Right Marketing Strategies for Your Business

**Build a strong digital presence to win new customers**

Level: Beginner | Intermediate | Advanced

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Join Jimmy Newson for this introductory workshop on digital marketing for your business. This workshop is for you if you are new to using digital strategies to build brand awareness or generate leads. In this workshop, you'll learn about the five top digital marketing strategies that you can use in your business today

#### You Will Learn:

- Local vs. Organic SEO
- Why Social Media
- Google Ads Strategy
- Website Design and Functionality
- The Power of Reputation Management

## TOPIC TWELVE

# Mindset and Growth:

How to go from \$10 to \$10,000 an hour

**How You Spend Your Time Makes All the Difference in The World**

Level: Beginner | Intermediate | Advanced

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This talk is based on the document, "The \$10,000 per Hour Master Document," which is part of the "80/20 Sales & Marketing" book written by Perry Marshall, who is considered the top marketing consultant in the world. In this presentation, I breakdown how I use the document to manage my time, increase my value, and delegate the right task to the right person at the right time. The most crucial element to your success is the way you leverage your time. I will help show you how to use it wisely and increase your "unique selling proposition."

### You Will Learn:

- What are the biggest time wasters for busy professionals
- How to improve your USP, thus increasing your value
- How and when to delegate tasks that you may not realize hold back your potential
- How to start identifying opportunities immediately

## Local SEO: Version 1

### Everything You Must Know About Local Search Engine Optimization

Level: Beginner | Intermediate | Advanced

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#### What we'll cover in this webinar...

- **Presentation Introduction** The Internet is a wealth of information – more than most people would ever know what to do with in a lifetime. But while that diverse reach between all four corners of the world may be great for those simply looking for information, it can present a challenge for small businesses.
- What is **Local SEO** At its core, local **SEO** is simply a form of advertising, and once businesses start seeing it that way, they quickly see how important it is. By its very nature, local SEO automatically targets a specific audience. And it's even cheaper than all of those traditional forms of advertising put together.
- **How Searches Work** In order to understand SEO of any kind, including local SEO, you must first understand the basics of how Google works. Of course, there are other search engines involved in search as well, but Google isn't just the biggest search engine, it's also considered the gold standard when it comes to SEO.
- **18 Best Practices for Local SEO** Once you understand how searches work in relation to local SEO, it's then time to start putting that knowledge to use. There are a number of practices that can further a business' local SEO efforts.

## Local SEO: Version 2

### Everything You Must Know About LOCAL Search Engine Optimization!

Level: Beginner | Intermediate | Advanced

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At its core, local SEO is simply a form of advertising, and once you start seeing it that way, you quickly see how important it is. By its very nature, local SEO automatically targets a specific audience. And it's even cheaper than all of those traditional forms of advertising put together. This workshop covers the difference between local SEO and organic SEO and how online search works.

Once you understand how searches work in relation to local SEO, it's then time to start putting that knowledge to use. There are a number of practices that can further your business' local SEO efforts.

This talk includes a complete and thorough breakdown, including:

- What is Local SEO
- How Search Works
- The 18 Best Practices for Local SEO
- How you can start using Local SEO to generate new business

## TOPIC FOURTEEN

# Leadership, Impact & Branding:

## Speed Up Your Leadership to Skyrocket Your Small Business - Three-Part Masterclass

Level: Beginner | Intermediate | Advanced

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Join Jimmy Newson, "The Impact Influencer," a seasoned small business consultant and digital marketing expert, as he shares how to grow your influence (and that of your business) to stand out and increase your visibility and sales.

### PART 1:

- Make every experience and every trait count positively toward your success
- Discover how to position each experience as a strategy for your business
- Learn how to assemble a powerful "leadership timeline."

### PART 2:

- See a successful, real-life model that works like a charm
- Identify blind spots in your leadership timeline and fill them
- Set practical goals to get you to your desired destination
- Research the right type of partnerships
- Mold and approach the right type of partnerships to make them irresistible

### PART 3:

- Create masterminds for synergistic success
- Engage in volunteering, community, and media opportunities and sponsorships
- Expand your voice and reach through other's platforms
- Become the thought leader you didn't know you were

# Marketing & Business Growth

## How to Build a Strong Marketing Strategy

Level: Beginner | Intermediate | Advanced

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Running and growing your business seems more unpredictable during these trying times. So what can you do? Knowing and understanding trends can help you uncover new opportunities for business growth. You can create a strategic roadmap to forecast desired and profitable outcomes by leveraging market analysis insights.

In this webinar, Jimmy Newson will share market analysis tips, tricks, and strategies to get a complete picture of your industry and its competitors. Using these insights, **you can:**

- increase your market share,
- find new market opportunities, and
- uncover new product and service offering ideas.

It can be significantly effective in future-proofing your business in our ever-evolving world when done regularly. Join me to discover how to leverage market analysis for your business.

## Content Marketing

### Skyrocket Your Website Ranking and Win New Leads with a Content Hub Strategy

Level: Beginner | Intermediate | Advanced

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In this webinar, Jimmy Newson will help you understand the importance of building a content marketing strategy and show you how to do it using the Content Marketing Toolkit in SEMrush. As a result, your website will rank better for highly coveted keywords, positioning your content at multiple stages of your marketing and sales funnel to help you generate more leads and sales. We will also share additional resources to aid you when developing your content hub strategy.

#### Benefits of Creating a Content Hub:

- Great for Search Engines = More Traffic
- Gain More Backlinks
- Generate New Leads & Sales
- Improved Website Authority & Credibility
- Builds Brand Awareness

## Digital Marketing & Sales:

### Efficiently Conduct Competitive Research and Win More Business (Workshop)

Level: Beginner | Intermediate | Advanced

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No matter what business you are in, there are companies that offer similar products and services like yours, competing for the same audience. So, it is safe to say proper competitive analysis is critical to your company's success.

This webinar will dive deep into competitive research, competitive intelligence, and data analytics to help you make smart and strategic plans to build, grow, and thrive in this new economy. Competitive research is the answer: whether you need to try new marketing strategies, launch a new product or service, or establish better strategic partnerships.

#### What you will learn:

- What are the most critical metrics you need from your competitors and how to use them to your advantage
- How to make Data-driven decisions and not chaos-driven decisions to grow your business
- How to research new markets and niches
- How to establish co-marketing and affiliate partnerships for higher conversions
- How to see your competitors full online marketing strategies
- How to find opportunities your competitors are missing.
- Where are the best places to publish your online ads
- How to understand user behavior and get real customer insights

## CURRENT CERTIFICATIONS



## CLIENT/PARTNER TESTIMONIALS



### RACHAEL REID

Portfolio Director - DMWF Events & MarketingTech, Digital Marketing World Forum - World Series

"I have the utmost pleasure working with Jimmy for over two years here at DMWF (Digital Marketing World Forum) - in-person and virtually. A delightful and charismatic speaker with an abundance of marketing knowledge. His sessions are not only delivered in an easily digestible fashion, so the audience is not overwhelmed, his personality is an infection on the stage! Jimmy is always on hand to lend his support and expertise to enhance our delegates' experience at our conferences. We love working with Jimmy and having him speak at DMWF events for years to come."

### CARLOS RODRIGUEZ

Vice President, Digital Products & Revenue at RX, Reed Exhibitions US

"Obviously, the two major traits found in great speakers are: 1) are they knowledgeable in their chosen subject and 2) are they engaging when they speak. Let's start with number one. For my digital marketing event, madconNYC, we needed not only great speakers but experts in a given digital marketing discipline to provide advice and answer the burning questions of our participants. Jimmy is so knowledgeable that not only can he speak intelligently on NUMEROUS marketing topics, but he really is a true "expert" in different disciplines. His advice is proving to be invaluable to our event customers. Now let's look at number two. Jimmy's delivery, demeanor, and dynamic personality ensure he can a) make the connection with our audience and b) hold their attention. I know many people who have number one OR number two, but not many that embody both. Jimmy does. And I say this from personal experience, having worked directly with him. He's so good we asked him to be both an Expert AND a thoughtleadership speaker! In short, Jimmy is both the bee's knees AND the cat's pajamas!"

### ANDREW FRAZIER

Founder, Small Business Pro University

"Jimmy is an absolute expert when it comes to developing and implementing digital marketing strategies for producing increased profitability within your business. He is a powerful speaker who is not only motivational but effectively communicates complex information in an easy-to-understand way. I have seen Jimmy address large and small audiences virtually and in-person - he always delivers dynamic, high-energy performances with extremely valuable content that can be used immediately within your organization. I have learned a lot from him that has benefited my business significantly, and I highly recommend checking Jimmy out if you have the opportunity. You'll be glad that you did!"

## CLIENT/PARTNER TESTIMONIALS



### KELLY HUNTER

Marketing Program Manager, Start Small Think Big, Inc

"Jimmy is highly engaging, energetic, and extremely knowledgeable across a variety of marketing disciplines. He delivers valuable and actionable content, which is exactly what our organization needs to better help our community of under-resourced entrepreneurs. We are immensely appreciative for Jimmy's support of our organization and the time and expertise he's contributed to helping our small businesses."



### THE FERGUSON PRO SPEAKERS GROUP

"As a group of professional speakers, we needed a rockstar presenter and expert to share with us how to go about growing our online presence and our profits, and Jimmy blew us away! We had a tight agenda for our meeting but ended up pushing a few things back just because Jimmy was so engaging and shared so much great info that we wanted to continue listening to him and asking him questions. He was beyond fantastic, over-delivered, and exceeded all expectations!"



### HELENA ESCALANTE

Entrepreneur-in-Residence ,(NYPL)

Jimmy is a fantastic, engaging, and very knowledgeable speaker in his field. The audience loves him because he is able to turn a complex process into manageable chunks of understandable and actionable information, and his delivery is peppered with wit, humor, and relevant examples.