



Speaking and Workshops

If you're looking for a speaker or facilitator let me help you



Apoorv Dwivedi

...is that rare marketer that's been in the trenches and understands what businesses really need.

With 20+ years senior marketing and strategy experience at leading high growth financial firms, he's managed over >\$40M in marketing spend, had P&L responsibility, and was responsible for recruiting, leading, and coaching over 200 marketers, research analysts, communications professionals, and business development staff.

He has developed and delivered over 50 speaking engagements and workshops across North America.

PRACTICAL TAKEAWAYS FOR

1. Accounting professionals that want to grow their practices (CPAs, tax professionals, management consultants, etc.)
2. In-house marketers that want to upskill
3. Small-business owners looking for a marketing roadmap
4. Executive teams that need strategy & planning facilitation

Speaking Topics

- The AI (artificial intelligence) CPA
- Ask these 4 Questions to Fix Your Marketing
- Strategy First - Marketing Planning for Results
- The 7-Steps to Building Your Total Online Presence
- Practical Competitive Intelligence
- Marketing Roadmaps
- Brand You - Professional Networking on Social Media
- How to Identify & Nurture Centres of Influence
- Why Your Firm Needs Reviews
- Lead Generation Systems - Hunting, Fishing, Farming

Workshop Topics

- Build Your AI Roadmap
- Developing & Prioritizing Your Strategic Focus
- Building Your Value Proposition
- Persona Development for B2B
- Value vs Effort prioritization for Building Plans and Roadmaps
- The Strategy First Marketing Planning Process for Results
- Digital Marketing from Start to Roadmap
- Marketing ROI
- Developing Your Referral Marketing Strategy to Rain Leads
- Business case development & delivery
- Trade show intelligence gathering
- Build Your Funnel

Get started now by email at info@fixyr.com or by phone at 1-877-80FIXYR (1-877-803-4997)

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