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HORSE SPORT IRELAND   

digital
marketing
institute

HORSE SPORT IRELAND   

practitioner led training

HORSE SPORT IRELAND   

4,000+ ireland
professional dip.
post grad dip.

ireland / uk / europe / india
middle east / africa / us
(2014 25,000 graduates)

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we've been teaching, lecturing,
shouting, cajoling, berating,
encouraging, laughing, comparing,
but also.....

listening!

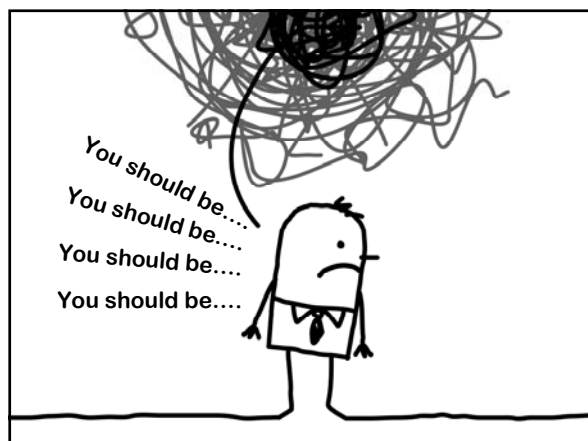
HORSE SPORT IRELAND   

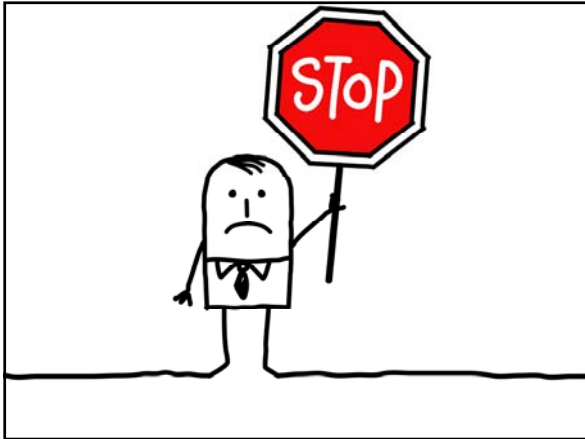
teenage sex

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1 billion

facebook®





what's
changed
the most in your world?

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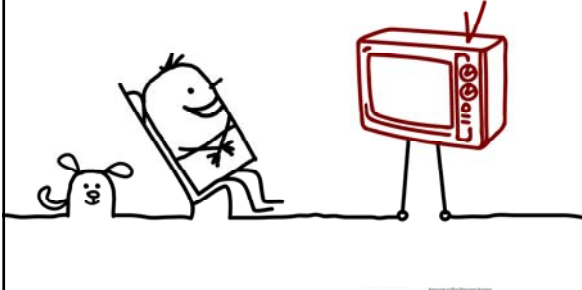
you

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remember when, as an obedient

consumer

broadcast schedules held us captive in our own homes?



now we want to be the

creator

of our experiences and products



and the

connector

who shares those experiences with others



you

control & choose

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you

the consumer

you

the business

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when it comes to the web, most people have a

split personality



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the web puts the
customer
back at the heart of
business

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change
is easy when you know
where you are going

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change is never a **technical** issue,
it's a
conceptual
problem.

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another channel
start with the customer
calendar and budget
iteration
transparency & personality
somewhere you've never been
tokenism

what's the
solution?
start small

get educated (you can't outsource your soul)
focus on one thing
specialise & do it well
give someone time (get an intern)
get results
iterate
