

# Digital Marketing Road Show came to Dundalk

## Press release

25<sup>th</sup> October 2011

Dundalk Chamber of Commerce in association with Louth County Enterprise Board hosted a seminar in the Ballymascanlon Hotel last week when leading Digital Marketing Consultancy iON brought their latest Road Show concept to Dundalk.

The event was an information and advice forum workshop and led by Niall McKeown, leading Digital marketing Entrepreneur and CEO of iON. It focused on the role of management in creating an effective digital marketing plan in small to medium size Irish businesses.

Attendees to the road show were given a non-technical summary on how to best to develop their digital marketing plan for their respective businesses / organisations so that they would be able to take a more pro-active role in decision making regarding their digital presence.

Topics covered included:

- Current Digital Channels that Work in Your Industry – What channels work best for your business?
- Getting Attention and Converting the Opportunity – A practical approach to improving web sales
- Evidence Based Decision Making – How to understand and use your web stat figures to make better, more informed management decisions to generate more business

Paddy Malone President Dundalk Chamber of Commerce said afterwards of the event,

“Niall’s presentation explained succinctly exactly what a business owner/manager should be thinking of in terms of developing their digital marketing strategy. The presentation concept of the Digital Leadership road show was innovative, refreshing and above all motivating.”

This is just one in a series of events being organized by Dundalk Chamber of Commerce and Louth County Enterprise Board. If you would like to check out more chamber events log on to [www.dundalk.ie](http://www.dundalk.ie) or call Brenda in the Chamber on Tel: 042 9336343 or email [brenda@dundalk.ie](mailto:brenda@dundalk.ie)

**Press release ends**

**For further information on this press release please call Paddy Malone on Tel: 042 9336744 or email [paddy@malone.ie](mailto:paddy@malone.ie)**