

# PAUL TOBEY

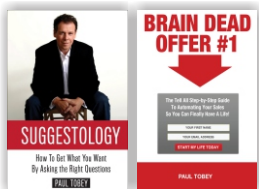
## REVEALS THE TOP DIGITAL MARKETING TRENDS FOR 2017

### AND HOW COMPANIES CAN STAY ON TOP OF THE RAPID CHANGES IN MARKETING AUTOMATION

Host of The Business  
Pros Radio Show on



Paul's Best Selling Books



## DIGITAL MARKETING EXPERT, AUTHOR AND RENOWNED SPEAKER PAUL TOBEY REVEALS LITTLE KNOWN STRATEGIES FOR RAPID BUSINESS GROWTH THROUGH AUTOMATED LIFECYCLE MARKETING CAMPAIGNS

For the past several years, speaker, author, business owner and thought leader Paul Tobey has shared the stage with some of the world's best speakers and thought leadership gurus including: Gary Vanderchuck, Simon Sinek, Seth Godin, Brian Tracy, Lisa Nichols, Sandra Yancey, Brian Klemmer, Rob Riopel, Jay Baer, Clate Mask and a host of others.

Paul Tobey is an expert digital marketing trainer, best-selling author, thought leader, online marketer, engaging Speaker, Infusionsoft Award Winning Certified Partner and CEO of Training Business Pros, one of Canada's leading digital marketing training and implementation companies.

Paul's subject matter for his keynotes, breakout sessions and training is diverse, as he is knowledgeable and experienced in a great many areas. His presentations are always engaging because he uses an advanced form of NLP and Suggestology; the subject of his best-selling book "Suggestology." What does that mean? "People actually have fun while learning real-world skills."

### Digital Marketing

- SEO vs UXO - The New Google Algo (Traffic Generation)
- PPC - Adwords, FaceBook, LinkedIn & Twitter (Paid traffic generation)
- Blogging for Traffic & Content Marketing Secrets Uncovered
- Core Remarketing - Google Display, FB, Twitter
- Hypnotic Copywriting - It's not what you say, it's "how" you say it
- How to build a profitable website for small business
- How to automate your sales and marketing using CRM Automation
- Optimum Lead capture and conversion strategies
- Lifecycle Marketing - Attract, Sell, Wow
- How to deliver on your promises using fulfillment automation
- What happened to the social media ROI?

### Leadership and Business Development

- Setting the Vision: Mission, Purpose, Values
- Train the Trainer - How to Profit As a Speaker When You're Not Famous
- Inside Advantage - Who is your targeted audience and what do you do for them?
- What a formidable team can do for your business and how to build a great one



**Andy Simmons**  
VP Global Partner Sales  
Infusionsoft

"Training Business Pros have won many performance and service awards from Infusionsoft because of their outstanding training performance and achievement over the past several years. They are clearly Canada's and one of North America's leading Infusionsoft Business Partners. In addition to being a top partner, Paul Tobey has served as a speaker at our Annual ICON conference."



**Moe Somani**,  
President, SOHO.ca

We were extremely happy with our decision to have Paul as part of our lineup of keynote presenters at the SOHO/SME Expo events in Toronto, Vancouver, Calgary and Ottawa. Paul's sessions in all our city events were extremely popular and well attended with standing room only. Paul has the ability to engage the audience by making the experience very interactive and he ensures that each person is able to walk away with something of great value that they can apply in their business or personally.



Please Contact **Jason**

AVAILABLE IN THE  
USA AND CANADA



416-444-7767



jason@trainingbusinesspros.com



@paultobey



linkedin.com/in/paultobey10/