



SOCIAL MEDIA AND ONLINE MARKETING EXPERT AVAILABLE FOR INDUSTRY COMMENT AND INTERVIEWS

Name: Dan Betts

Title: Director of Digital, Focus Integrated Marketing Communications

Areas of expertise:

- Digital marketing strategy
- Search marketing (PPC and SEO)
- Social media
- Viral marketing
- Mobile marketing
- Website analytics



Background:

Dan is a digital marketing and social media expert with extensive experience in managing and implementing online marketing campaigns. He is certified by Emarketeers in Pay Per Click advertising (PPC), Search Engine Optimisation (SEO), social media, website project management and website analytics.

Dan joined Focus Integrated in 2008 and as Director of Digital is responsible for advising on strategy, leading the digital team to ensure clients receive maximum return on investment, driving growth of the digital arm of the business and developing new and innovative interactive media services. His achievements at the company include increasing total website traffic by 600% for a client in the competitive casino market.

In 2002 Dan graduated from the University of Essex with a 2:1 in English and US Literature. He majored in creative writing, which stood him in good stead for his first position as a copywriter for London design agency AD Creative. While at AD Creative Dan worked on a number of high profile accounts, including Dunhill and Harrods. He quickly realised that the digital industry was going to be a huge growth area and embarked upon an education programme to ensure he could take advantage of the opportunities developing around him.

Dan's next move saw him join an independent film production company where he was responsible for marketing and PR. He worked on the company's most successful release, Kidulthood, as well as a number of other releases including Grizzly Man and Destricted.

In his next move, Dan became the Marketing Manager at Microsoft Gold certified partner Premier. He was responsible for managing and implementing all marketing campaigns as well as the design and build of website projects. This gave him specialist knowledge of the Content Management Systems (CMS) available to marketers. While at Premier, and promoting a seminar on the launch of Microsoft Windows Vista, Dan optimised the company website to appear above Microsoft in a Google search for the product.

In his spare time Dan is an avid user of online social networks and enjoys keeping up-to-date with the latest industry developments. He has an eclectic taste in music and has been collecting rock and hip-hop vinyl records since he was young. Dan supports Manchester United and also plays for a local football team.

Ends

Contact Points

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Notes to editors

- Focus Integrated Marketing Communications is a leading creative agency and provides a range of services for both offline and online communications disciplines. Established in 1997 and employing 35 staff, the company has an annual turnover in excess of £2.5million and works with a number of established national brands.