

July WiSE in Mosman 2010

Event theme: "social media • explore • engage • embrace"

Professional Profile for Clodagh Higgins - Get Focused Consulting

Inbound or attraction marketing and social media networking are fairly new but worldwide are the fastest moving, hottest marketing competencies and disciplines. Clients that embrace and leverage these transformational tools can gain competitive advantage and grow their businesses.



Owner-Consultant and Entrepreneur, Clodagh Higgins has been working in the fields of Inbound Marketing & Social Media for over 12 months, prior to this she has over 15 years of Corporate experience in both the Consumer Electronics and Information Technology Industries.

Clodagh's organisation, Get Focused Consulting, helps customers drive new business through experience, expertise and the execution of proven "attraction-to-cultivation" programs.

Get Focused Consulting specialises in effective online communications and tools and pragmatic attraction-marketing strategies to generate demand for its clients.

Get Focused Consulting has created and uses a straightforward 4-Step cyclical process which delivers more website traffic, increases conversions, enquiries and leads, driving more demand and sales for clients.

Clodagh and the Get Focused Team look forward to being of value to your business



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