



Jack Bradley

Connect with Jack on Social Media

Biography

Jack Bradley is a web design and digital marketing professional. Co-founder of Naos, a branding and digital strategy agency based in Spain, Jack works with many different clients, both locally and from around the world.

Jack has worked closely with Lucy Brazier and the team at Executive Secretary to develop the websites that now make it possible for delegates to book their places at events like ExecSecTech.

More recently, Jack has collaborated with local businesses to help them overcome the issues caused by the global pandemic. Businesses have needed to find a way to move online and to engage their audience. This has led to the need for innovation in the way that many businesses operate and an opportunity to appeal to a bigger market.

“Businesses have found ways to thrive; there has never been a more captive audience than when whole countries were locked at home. How you provided for your audience in a time of need will reflect how your business will grow in the future.”

Session: Finding the meaning in your Analytics

“You have the answer sheet, you just need to start asking the right questions.”

Your website traffic statistics are invaluable in understanding how users are interacting with your business. Are you doing a great job at Facebook marketing? Does Google traffic offer a better return on investment even though, at first glance, it looks the most expensive?

In this session we will look at building roadmaps to find solutions to problems. We will identify areas for improvement in your sales and marketing processes and discover which are your stand-out pages that you should look to develop further. Most importantly, we will look at translating this into an easily understandable format that everyone on your team will buy into. Take the guessing out of your decision making and make plans based on facts and figures.

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This session is worth 0.5 IAAP recertification points.