



CIM

The Chartered
Institute of Marketing

Martin Jordan

Martin Jordan, marketing director of Equator, Scotland's largest digital agency and in the top 15 in the UK. Martin will review how digital marketing will develop over the next decade.

In just a few years, Social Media has grown from being seen as solely an enjoyable distraction to a system of communication that's as fundamental to our lives as the telephone. Not only has it changed the way we interact with friends, it has revolutionised how we expect to interact with brands. Social Media and Digital marketing are moving at a rapid rate and Martin Jordan will explore the latest developments and how this will impact on marketers and marketing over the next decade.

Equator is a full service digital agency and covers all aspects including search engine optimisation (SEO); pay-per-click (PPC); social media and e-mail marketing.