

ANTOINE DUPONT



TOPICS & EXPERTISE

- Digital Marketing
- Business Growth
 - Social Media
- Content Marketing
- Video Marketing

The Orange Basket Method – How to Grow Your Business with Video Marketing (Fast)

Are you frustrated with your lack of lead generation success? Do you wonder why your marketing efforts aren't producing more results? Are you unsure how to even begin marketing your company with videos? If so, you're not alone. Video and Digital Marketing Strategist Antoine Dupont will explain to you the same tools, techniques, research strategies, and psychological approaches he's shared with businesses and brands around the world to create remarkable videos that get exceptional results.

Key Takeaways:

- How to create a high-quality video with a small budget
- How to generate endless sources of content
- How to start videos to ensure people will stay tuned
- Shattering myths and bad habits with video marketing
- How to produce content your audience cares about
- Where to post and promote your content

“You were fantastic. My best session of the day! Your video tutorial was very helpful. The fact that you broke it down into digestible steps, including the equipment suggestions, made your talk informative, actionable, and with a potential for high ROI. Bravo!” – *Kim Estep, President, Convention Nation*

Follow Up 'Orange Basket' with

The Orange Basket Video Marketing Workshop

This 5-part Workshop Covers:

1. **Getting Started.** How to overcome the fear of being behind the camera
2. **Preparation.** How the pros prepare for a video shoot, research, scripting, rehearsing
3. **Hands-On Video Shoot.** We'll set up a mini portable studio and shoot a video live so people can experience how it's done
4. **Editing.** Explore the possibilities for video editing: DIY vs. outsourcing
5. **Publishing & Promoting.** What are the options and what's best for real estate professionals?

Simple Facebook Marketing Strategies for Busy Business Owners

Facebook Marketing Strategist & Expert Antoine Dupont gives you a detailed blueprint for incorporating Facebook Ads and Creative content creation to help you drive more traffic, attract new leads and ultimately fuel your online promotions. Antoine will show you the type of content that works best on Facebook, and when to incorporate Facebook Ads. You'll walk away with a step-by-step plan (cheat sheet included!) that generates more leads and closes more sales.

Key Takeaways:

- What actually gets results on Facebook
- How to be effective with videos
- Why engagement is more important than conversion
- How to leverage Facebook to grow your business



Marketing Makeover – How Real Estate Professionals Can Grow Their Businesses in a Content Saturated World

At the core of modern marketing lies one common frustration for most business owners: How do I make my business stand out with all this noise? And how do I stop wasting money every day on stuff that doesn't work? Sounds familiar? In this presentation Award Winning Marketing Strategist Antoine Dupont shows you the tools, techniques, and bullseye research you need to create the quality content that gets leads and grows your business. Antoine will show you how--through a series of easy-to-implement, actionable recommendations--to stop wasting tons of money every month on stuff that no longer works.

Key Takeaways:

- Understand what works and doesn't work anymore
- How to be effective with video marketing
- Why Facebook is grossly misunderstood
- How to leverage social media for engagement & growth
- Stop thinking conversion and focus on experience

“Your session was amazing! This content will help shape the new look of my courses. I teach hospitality marketing, so your tips will help me teach about this new way of marketing. I also loved your equipment recommendations. I see some shopping in my future!” – *Leslie Scamacca, Assis. Professor, City University of New York*

How to Boost Your Website Conversions

You don't need to spend more money to make your website a conversion machine.

It's all about the story you tell. If your website's messaging is unclear, it's costing you potential customers. In this presentation, marketing conversion expert Antoine Dupont shows you a proven communication formula utilized on thousands of websites. You'll walk out understanding how to create a good marketing story and why it's the most powerful tool to compel the human brain (and pocketbook). *Broker Focus is Available*

Key Takeaways:

- Draft your website's messaging with clarity
- Create clear and compelling messages that sell
- Discover the 5 key features of highly effective websites used by major brands
- Review your website's effectiveness by asking 7 fundamental questions



The Huge Power of Small

How clever companies leverage the smallest of details to create an amazing customer experience that drives results. Disruption is all around us. These are truly amazing times and things are moving faster than we ever thought possible. This presentation gives you unparalleled skills and insights to build your business in remarkable ways! You'll learn how to unleash the power of tiny actions that cost nothing to implement but instantly make a significant, positive, and profound difference. Best of all, you can put them into action immediately. Antoine takes you on a deep dive into what he calls 'Moments of CONNECTION', moments that radically redefine how you do business.

Key Takeaways:

- Why speed and scale are now critical success factors and how to enhance them in new ways in your business
- How simple changes in the articulation of your proposals and quotes (you won't call them that after this program), lead to seriously substantial gains in acceptance rates and revenue
- Why the re-design of your smallest business processes makes such a HUGE difference
- Why it's no longer about selling or marketing – it's about 'connecting' in entirely new ways
- Practical and implementable actions to put real, meaningful impact right at the heart of every business activity.



ANTOINE DUPONT

International Digital Marketing Expertise

He is an award-winning marketing agency owner and a featured speaker at national and international conferences. His experience spans 18 years in marketing and 15 years in the hospitality industry—including his first job out of college working for Gordon Ramsey in London at Le Gavroche. Antoine travels the world sharing strategies and methodologies with marketers and business owners who want better lead generation and income-producing business growth.