

Emma Easton MA mMBA PgDip BA(Hons)

Speaker profile



Founder & Chief Bolloxologist® at Business Bollox®
Visiting Expert Practitioner/Lecturer at 4 x UK Business Schools
Enterprise Advisor (Careers) at Greater Lincolnshire LEP

Speaking topics include:

- Un-bolloxing your marketing
- A 445% marketing ROI case study
- Budget-friendly marketing for small businesses
- Leveraging customer feedback: the driver of SME success
- Unlocking market potential: effective segmentation for SMEs
- Targeting the right audience - precision marketing for small businesses
- STP for SME growth (a holistic approach to small business marketing)

About Emma:

Emma runs marketing strategy consultancy, Business Bollox®, helping companies understand their market before diving into engaging with customers. This approach delivers massively improved results. Emma makes the process fun and engaging, and as she'd say "distinctly un-bolloxly".

Her work focuses on SMEs, and in support of that, Emma is an expert speaker/lecturer on strategy, business purpose, marketing, brand and operations across four business schools.

Her inspiration is helping business owners get back to doing what they love. Emma says;
"I've lost count of the amount of times I've heard business owners say that they love why they got into business but hate all the 'bollox' that goes with it. And I get it... as an entrepreneur I get frustrated by the 'bollox' too – so by turbocharging your marketing strategy, which engages a clearly identified and understood, profitable customer segment, your marketing (and then sales) is transformed... and taa-daa! Less bollox and great results!"

Emma grew up in Guildford, Surrey, before studying in Falmouth and then Stoke on Trent for her Masters degree. Her career so far has been varied, from award-winning designer, to event planner, to marketer to strategist. If she's not with her family in Lincoln, or un-bolloxing business, you'll find Emma supporting local schools as an Enterprise Career Advisor and School Governor.

Previous speaking experience includes:

- Federation of Small Businesses
- University of Winchester Business School
- British Society of Pharmacy Sleep Services
- Enterprise M3 Growth Hub
- Target Open Day, Leeds
- Shirlaws, Reading
- Positive Energy, London
- Women in Leadership, London

**If you'd like to book Emma for your event, please contact her on:
emma@business-bollox.co.uk**