



NICOLE PARMAR
SPEAKER + GROWTH MARKETER

MEET NICOLE

Nicole's mission as an Edutainer (Educator + Entertainer) is to deliver honest conversations about business, marketing and what's to come in the near future. Here is an overview of some of her speeches.



Nicole is a systems thinker exercising a data first approach to growth marketing. She is a veteran consultant covering social media, PPC, PR, branding, content marketing, SEO/SEM and leading growth marketing practices. Through her advisory, Nicole consults to clients like TEDx, Picatic (now Eventbrite Canada), RE/MAX Saskatoon, 7shifts, Careteam and many others. She is a certified Google Partner and holds degrees in Education & Deaf Education, Psychology and a Master's in Evaluation and Measurement. Nicole is also currently an Embedded Executive for The BC Tech Association where she advises BC's best tech companies. She also is the lead instructor for growth marketing for companies looking to accelerator their growth through the Hyper Growth Programs.

She has lived and worked in San Francisco, Toronto, New York and currently resides in Vancouver.

PRESENTATION OVERVIEW



(RE)EVALUATING YOUR REAL ESTATE BRAND

This presentation disseminates the importance of running and evaluating your Real Estate business akin to a start up. Let's focus on NPS's, referral clients and churn. It's noisier than ever on the radio, tv and internet. Standing above the crowd is hard and you won't be able to do so with bus signs and flyers as you once were able to. If you don't run into a field to remember something you saw on a billboard, why expect future clients to?



OPTIMIZING YOUR MARKETING FUNNEL

What if a 'best' one size fits all marketing strategy does no exist? Turns out that it doesn't - but an 'optimized' marketing funnel that focuses on MQL's and segments does. Nicole discusses the difference between optimized marketing efforts and sales funnels with a clear user journey compared to a spray and pray method that focuses on impressions, likes, clicks and engagement.



STARTING AND GROWING YOUR OWN COMPANY

Why work a 9-5 job you sort of like for someone else dream? Instead of being a job taker, be a job maker: Now is the time to invest in yourself and start working on your dreams. Investing in yourself may seem impossible - but I assure you, you can do it with a concrete plan, goals and either a product or a skill set that is needed by the mass population. Are you ready to start?



OH BLEEP

Ready to have some fun? Nicole opens up and talks about all the times she *bleeped" up in life. This is a topic that most people can relate to, but many will never unveil. Being open, raw and honest is scary, freeing and allows people to see a side of you that we typically try to hide. Rather than hide her mistakes she articulates them, apologies for them and uses them as lessons to "be a better human".



OTHER TOPICS



GROWTH MARKETING



MARKETING TRENDS



FEMALE LED COMPANIES



**REAL ESTATE MARKETING
TRENDS**

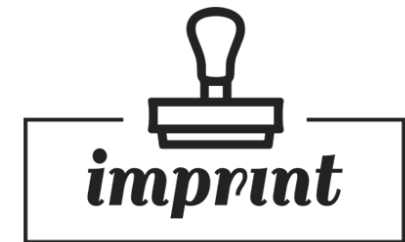


**START UP LIFE + A HUSBAND
IN START UP + CHILDREN +
SANITY**



MACHINE LEARNING

NICOLE HAS SPOKEN AT



OAKWYN REALTY

on the table

PechaKucha





CONNECT WITH NICOLE

Looking to book a speaker for your next event? Nicole would love to be there for you.



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