

Bettina Horvath

Inbound Marketing Professional at My Biz Performs

Somerset West, Western Cape, ZA

Dynamic professional with a passion for marketing and personal development

Biography

Bettina has 25+ years experience in marketing and sales as a streetwise entrepreneur. At the age of 29 she left her home country in Europe to seek new adventures in South Africa and has since lived a life filled with many ups and downs. She speaks from the heart about the subjects she's most passionate about: helping people find what their message is and spread it into the world. She's an inbound marketing professional running a boutique marketing agency and is building a second career in the realm of personal development and emotional well being. Her motto is: just show up and BE the best you can BE. Bettina also delivers a motivational talk titled "How to lose everything and stay alive" in which she uses her own story on how to overcome any challenge life presents to us.

Availability

Keynote, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Professional Training and Coaching, Advertising/Marketing, Media - Online

Areas of Expertise

Inbound Marketing, Social Media, Emotional Intelligence

Affiliations

Xtraordinary Women South Africa

Sample Talks

How to generate more leads in the 21st century

Gone are the days when simply putting an ad in the local print paper gained any results. Yellow pages have become bookends if still in use at all. In this talk Bettina takes her audience through the changes in the marketing landscape in particularly the last 10 years and explains the tools and techniques applied nowadays in an ever changing world. She explains how inbound marketing helps a business generate leads by attracting them to their business vs. having to chase after them.

Education

Accomplishments

Inbound Marketing Professional

Certification in everything relating to inbound marketing: blogging, SEO, social media, content marketing, digital marketing, ad campaigns

Testimonials

Johan van Heerden

You can rest assured that you have certainly pulled your weight as we have also received extremely positive feedback regarding your various talks. I certainly would recommend you to other organisations and confirm that the feedback was excellent. I also look forward to discussing further options with you. I am looking at doing further roadshows during the second of week May 2012. Thank you for getting in touch with me and thank you for everything you did to make our roadshows a success.

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