



Alan Hennessy - The Digital Mentor

Head of Digital at Kompass Media

Helping You Navigate The Digital Landscape



Alan Hennessy
THE DIGITAL MENTOR



ALAN HENNESSY
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www.thedigitalmentor.ie



www.kompassmedia.ie

Alan Hennessy - The Digital Mentor

Profile

Alan Hennessy is a Digital and Content Marketing Consultant, Social Media Trainer, Keynote Speaker, Podcaster and Best Selling Author.

Alan founded Kompass Media in 2015, offering a different approach to managing Digital Marketing online. Our Agency manages social media accounts for small to medium size enterprises right up to corporate clients.

Alan runs very successful Social Media Training programmes aimed at helping both companies and individuals develop and understand social media marketing and navigate the digital landscape.

Alan presents, produces and edits weekly podcasts called Social Media Talks with over 1000 downloads per month. He has interviewed some of the worlds most influential people in business and experts in Digital and Social Media Marketing. He is also one of the judges for the prestigious annual Podcast Spider Awards.

Alan is no stranger to Live Broadcasting, he currently hosts In Conversation with ... a weekly live-streaming show aired on LinkedIn, YouTube, Facebook and Twitter.

Alan delivers Digital Marketing Mentorship programme to business professional that guide and assist them to fast-track their learning in create visibility online and building their brand awareness across all digital platforms.

Alan is a published author and a No.1 Best Selling Digital Marketing Book titled "Solving The Digital Marketing Jigsaw Puzzle. In its first week of release the book received a five star rating on Amazon and has gone on to sell 100's of copies.

Contact Alan Directly

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[@Kompassmedia.ie](https://twitter.com/Kompassmedia.ie)



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[@thedigitalmentor.ie](https://www.instagram.com/thedigitalmentor.ie)



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[@alanhennessy](https://www.tiktok.com/@alanhennessy)



Courses and Mentorship Programmes

Alan provides Digital Marketing training and courses for Business Professionals and Entrepreneurs who need to leverage digital channels to drive their business. Alan offers a wide range of course and mentorship programmes to help you to create visibility and increase your brand awareness online.

Alan's course delivery ensures that his students get the most out of his classes. His holistic approach to digital marketing takes a different viewpoint to training. Alan has seen a shift in marketing to customers that has become more value-based, engagement and community building centric over the past number of years. Taking this into consideration, Alan delivers fundamental marketing strategies infused with a hands on approach to marketing products and services that entice the customers to convert into sales.

To understand the value of Digital Marketing we must develop a digital mindset and learn about all the tools available and how to manipulate the digital assets at our disposal. So whether it is developing a website, creating a podcast or becoming more efficient on Social Media, Alan guides his students and helps them fast-track their digital marketing knowledge.

Courses

Digital Marketing Courses

- Introduction to LinkedIn
- LinkedIn Intermediate
- Introduction to Social Media
- Leverage Your Social Marketing
- Building Your Live Video Content
- Social Media Power Tools
- Social Media Planning & Scheduling
- Digital Content Marketing
- Twitter Masterclass
- Podcasting Training
- Podcast Publishing and Promotion
- Digital Marketing Jigsaw Puzzle
- Content Creation
- How to Build a Brand

Mentorship Programmes



DIGITAL MENTORSHIP
ONE TO ONE COACHING



DIGITAL MENTORSHIP
ELEVATION FOCUS



DIGITAL MENTORSHIP
LEVERAGE PROGRAMME

For more details on my courses and mentorship programmes
Visit www.thedigitalmentor.ie

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Speaking Engagements and Workshops

Alan has delivered countless keynotes nationally and in the UK. He can speak on a wide variety of topics based around Digital, Social Media Marketing, Podcasting and Digital Mindset. Alan is a qualified NLP (*Neuro-linguistic programming*) Master Practitioner. He has credibility and a vast amount of experience in Digital Marketing and also has the Mindset to know how to hold an audience and more importantly the ability to impart this knowledge with good delivery skills and a great personality.

Alan has hosted a wide range of Digital Marketing Workshops at events across Ireland and the UK and internationally online at Virtual Conferences.

Keynotes and Presentations Include:

- The Power of Podcasting
- Live Video Streaming
- Social Media Power Tools
- Introduction to Social Media
- The Art of Social Media Planning & Scheduling
- Marketing Media Content
- Creative Graphical Concepts
- Social Media MasterMind
- Podcast Creation and Visibility
- Psychology Behind Social Media
- Target Marketing and Building Persona
- Digital Mindset and Building Engagement Online
- Results in Life and Business
- The Power of NLP in Business

Workshops In-Person & Virtually

- LinkedIn Overview
- LinkedIn Tips and Tricks
- LinkedIn Groups
- Building Engagement online
- Social Media Tools
- Content Creation Mapping
- Content Creation
- The Power of Podcasting
- Audio and Visual Content
- Branding and Consistency
- Getting Started On Twitter
- Instagram Overview



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DIGITAL MENTOR PODCAST

WITH ALAN HENNESSY

Helping You To Navigate The Digital Landscape

The Digital Mentor Podcast is here to Help You Navigate The Digital Landscape. Alan shares Digital Marketing Strategies and tips to help you develop your presence digitally from Social Media Marketing to building and retaining your audience online.

The Digital Mentor Podcast is a weekly podcast that provides listeners with actionable tips, strategies, and insights to help them navigate the digital world. Each episode features insights, tips and tricks and knowledge on topics such as digital marketing, social media, website design, and e-commerce.

Whether you're a business owner, marketer, or just someone looking to improve your digital skills, the Digital Mentor Podcast has something for everyone. This podcast is available on all major podcast platforms and here on my website.

Choose from a wide range of Digital Marketing Topic available on The Digital Mentor website.

THE DIGITAL MENTOR PODCAST
Helping You Navigate The Digital Landscape

Hosted By Alan Hennessy

Listen on Spotify, Listen on Apple Podcasts, available on acast.

Part of the Acast Network
www.thedigitalmentorpodcast.com

INTRODUCTION TO THE BRAND NEW DIGITAL MENTOR PODCAST

ALAN HENNESSY
The Digital Mentor
PODCAST
hosted by Alan Hennessy
Introduction to The Brand New Digital Mentor Podcast

[DM PODCAST INTRODUCTION](#)
[Welcome to The New Podcast](#)

Episode #1
The Digital Mentor
PODCAST
With Alan Hennessy

Digital Mindset

[DM PODCAST - EPISODE #1](#)
[DIGITAL MINDSET](#)

Episode #2
LinkedIn Challenges
The Digital Mentor
PODCAST
With Alan Hennessy

[DM PODCAST - EPISODE #2](#)
[LINKEDIN CHALLENGES](#)

Episode #3
BRANDING, MORE THAN JUST A LOGO
The Digital Mentor
PODCAST
With Alan Hennessy

[DM PODCAST - EPISODE #3](#)
[BRANDING, MORE THAN JUST A LOGO](#)

Episode #4
10 Content Promotion Tips
The Digital Mentor
PODCAST
With Alan Hennessy

[DM PODCAST - EPISODE #4](#)
[TEN CONTENT PROMOTIONAL TIPS](#)

Episode #5
Social Proof & Social Currency
The Digital Mentor
PODCAST
With Alan Hennessy

[DM PODCAST - EPISODE #5](#)
[SOCIAL PROOF AND SOCIAL CURRENCY](#)



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Podcast to help business owners to learn more about Digital and Social Media Marketing



Podcast available on all Leading Podcast Providers and our website at www.kompassmedia.ie/podcasts



Social Media Talks Podcast

Alan has published over 100 episodes of The Social Media Talks Podcast which is a weekly episodic show. Alan recognised that many business owners were struggling to understand how they could develop their digital presence through Social Media Marketing.

With this in mind, he approached some of the world's leading Digital Marketers and Social Media Power Influencers and invited them to share their expertise and experiences on the podcast.

Each week Alan chats with a variety of experts about all aspects of Digital & Social Media from Content Creation, Strategies, Planning and Scheduling and Social Media Tools to name but a few.

Interviewees on Social Media Talks (#SMTalks) include:

- Jeff Sieh - Social Media News Live
- Jay Baer - Six Time New York Times Best Selling Author
- Alisa Meredith - Pinterest Expert
- Amanda Tonto - Google My Business Expert
- Jim Fuhs - Live Stream and Amazon Live Expert
- Brian Schulman - LinkedIn Live Expert
- Johnny Beirne - Online Training Expert
- Jen Cole - Social Media Examiner
- Sinead Carroll - Irish Blogger Agency
- Neal Schaffer - Influencer Marketing
- Mark Schaefer - Digital Marketing Expert and Author
- Ted Rubin - Social Media Marketing Influencer
- Madalyn Sklar - Twitter Expert
- Jen Herman - Instagram Expert
- Kevan Lee - Buffer Marketing Director



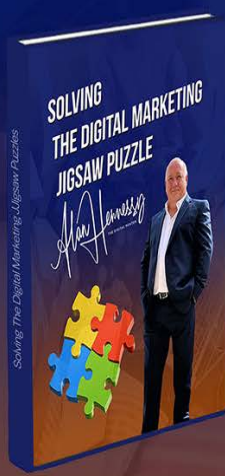
Listen back to all the Social Media Podcast Available on all leading Podcast Provider

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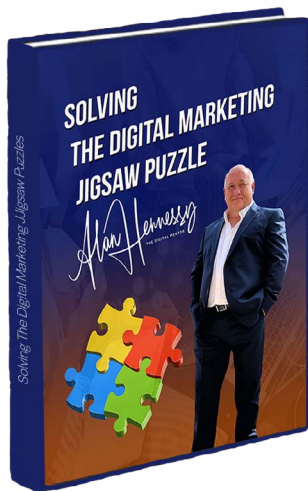
MY NEW BOOK SOLVING THE DIGITAL MARKETING JIGSAW PUZZLE

NOW AVAILABLE - OUT NOW!!

Best Selling Published Author

Alan's New Book "Solving The Digital Marketing Jigsaw Puzzle" is Best Selling and has a Five Star rating on Amazon. The book was written for Business Owners and Entrepreneurs that want to fast-track their learning in Digital Marketing. Alan takes you through the process from inception to implementation and to publishing your content online. He shares his vast amount of experience over the past 15 years and shares some case studies to help you understand real-life digital marketing campaigns he has successfully implemented for clients.

This is a hands-on book to help you create visibility and build your brand awareness online. There is also a large amount of bonus material you can download for free within the book including a workbook that you can document your progress and a number of free eBooks and a Mini-Course on LinkedIn.



Buy now on
amazon >

Customer reviews

★★★★★ 5 out of 5

9 global ratings



#1



Solving The Digital Marketing Jigsaw Puzzle:
Helping you Navigate the Digital Landscape
Alan Hennessy
Kindle Edition

New Releases in Social Media

#1



Solving The Digital Marketing Jigsaw Puzzle:
Helping you Navigate the Digital Landscape
Alan Hennessy
Kindle Edition

#2



El metaverso: Y cómo lo revolucionará todo...
> Matthew Ball
★★★★★ 2
Kindle Edition

#3



Cultura de la influencia: La fuerza suave que
está moldeando una nueva sociedad (Histori...
Tomás Balmaçeda
Kindle Edition

WS

★★★★★ **Everything you need in one book!**

Reviewed in the United Kingdom on 17 November 2022

Verified Purchase

A digital marketing bible. Great content. It will bring anyone up to date in digital marketing. I highly recommend this book. Five Stars 🌟🌟🌟🌟🌟

Online Shopper

★★★★★ **More than a digital pathway**

Reviewed in Canada on 21 November 2022

Verified Purchase

In this book Alan has laid out a step by step process for you to follow, and has even added some of his own valuable assets and case studies that will help you apply the concept. Concise and helpful advice supporting new best practice.

Tina S.

★★★★★ **Excellent**

Reviewed in the United Kingdom on 17 November 2022

Verified Purchase

This book has given me the right tools to help develop my digital marketing footprint in the right way. The author gives wonderful examples and tips to follow which all make sense. Wonderfully written with simple, effective advice. Highly recommend.

LM

★★★★★ **Great book and resources - highly recommend.**

Reviewed in the United Kingdom on 17 November 2022

Verified Purchase

This author has made it easy to develop my visibility online through simple digital marketing step outlined in this book. Plus the additional workbook and ebooks are a great resource and a way to track my progress. Well worth investing in this book if you want to learn how to get seen online digitally.

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ALAN HENNESSY
THE DIGITAL MENTOR

In Conversation with Alan...

Interviews and chats with some of the world's leading Business Professionals and Influencers



Live on LinkedIn and YouTube

*Your Reality Becomes Your Personality
Alan Hennessy-TheDigital Mentor*

In Conversation with Alan...

In Conversation with Alan is a live streaming show that features interviews with some of the world's leading business professionals and influencers. The show is broadcasted on LinkedIn Live and YouTube and shared on Facebook and Twitter.

Alan has had a wide range of guests on the show from Louie Copeland, Master-Tailor, Jen Watson, US TV Weather Broadcaster to Wendy Stunt Visionary Marketing Consultant, Ted Rubin Leading Social Media Influencer.

Click on the links below to watch the full interviews

KOMPASS MEDIA
LinkedIn Live
 IN CONVERSATION WITH ALAN
 WEDNESDAY 1.30PM
Louie Copeland
 Louie Copeland & Master Tailor
 Shop Safely, Shop Local & Virtual Appointments

KOMPASS MEDIA
LinkedIn Live
 IN CONVERSATION WITH ALAN
 MONDAY 3PM GMT
Jennifer Watson
 Social Media Manager at Agorapulse & Live Streaming Shows Expert
 How To Create a Successful Live Streaming Show

KOMPASS MEDIA
LinkedIn Live
 IN CONVERSATION WITH ALAN
 MONDAY 4PM GMT
Ted Rubin
 CMO of Photofy & Leading Social Media Power Influencer
 The Power of Return on Relationship & Social Media Marketing

KOMPASS MEDIA
LinkedIn Live
 IN CONVERSATION WITH ALAN
 MONDAY 11AM GMT
Wendy Stunt
 Marketing Consultant
 Implementing A Marketing Audit

You can also watch a wide variety of Video Content including Tutorials, Interviews and How To Guides on Alan's YouTube Channel
www.youtube.com/kompassmedia

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Testimonials

Testimonials from colleagues, customers and clients Alan has trained



Kami Huysse: CEO Zoetica Media and Smart Social Secrets

Alan is an accomplished speaker who is highly skilled in all things social media. I hired him as a speaker for my online course students to teach LinkedIn and he over-delivered with extra resources and guidance. He is an asset for any coveted or training opportunity



Linda Breathnach: Mental Health and Wellbeing Training

Alan has done some one to one sessions with Karen, my executive assistant. These sessions were recorded so I can look back on them myself and there were loads of really useful tips that were easy enough for us to understand and apply. Alan is very knowledgeable, down to earth, friendly and approachable. Whether you are an established multi-national or a smaller SME like us, Alan is your man for guiding you with your social media - I look forward to doing more work with him in the future!



Ted Rubin: Social Marketing Strategist, Photofy CMO/Advisor,

I met Alan at Social Media Summit Ireland 2016 and was delighted to find him as engaging in person as he is on social platforms. Here is a guy who totally gets Return on Relationship and looking people in the eye digitally.



Emmet Baldwin: Grocery Key Account Manager at United Drug Ireland

Alan is a detailed and well organised professional. During our business relationship he has guided and trusted me in developing new areas within the business. His work ethic and dedication to his business is second to none.



Russ Hedge: Marketing Coach, Keynote Speaker, Author

Alan is an incredible resource and a wealth of knowledge! He has helped and guided me on several projects as well as been a guest on my live shows and podcast. He is a great friend and I highly recommend him!



Let's Have a Chat Today

I am waiting to hear from you, go on pick up the phone



Get In Contact With Alan

Companies and Organisations

Alan has consulted and trained in Digital and Social Media Marketing



Alans Contact Details

Get in Contact with Alan to find out more information on how he can help you and your business or organisation today.



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Social Media Links

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Spotify <https://spoti.fi/socialmediatalks>



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