



## Alan Hennessy - The Digital Mentor

Head of Digital at Kompass Media

Helping You Navigate The Digital Landscape



*Alan Hennessy*  
THE DIGITAL MENTOR



**ALAN HENNESSY**  
THE DIGITAL MENTOR

[www.thedigitalmentor.ie](http://www.thedigitalmentor.ie)



[www.kompassmedia.ie](http://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)



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



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



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



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



[@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



For more details on my courses and mentorship programmes  
Visit [www.thedigitalmentor.ie](http://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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# GLOBAL TEA BREAK

Connecting Communities Around The World Digitally

*One cup of tea can change the world*

[www.globalteabreak.com](http://www.globalteabreak.com)



## Global Tea Break Co-Founder

Alan Hennessy, is a Co-Founder of The Global Tea Break. Collaborating alongside D. Scott Smith, Alan's perseverance, strategic understanding, and unyielding belief in unity have formed the cornerstones of this rapidly-growing international networking platform.

Having directly nurtured the footprint of The Global Tea Break, Alan has demonstrated a unique commitment to empowering and aiding the growth of connecting business owners and entrepreneurs.

Their leadership, coupled with his extensive understanding of marketing and networking, has been instrumental in cultivating an engagement-rich environment, designed to inspire, inform, and interact.

The Global Tea Break has swelled from a budding idea to a thriving reality, catalyzing connections between over 400 members worldwide. This undertaking testifies to Alan and Scott's dedication and commitment to create a business platform that encapsulates trust, innovation, and support like no other.

Alan and Scott's vision to revolutionize global business relationships remains the driving force behind the community's ethos. Their Mantra, 'Together, we are stronger, One Cup of Tea Can Change the World' echoes across The Global Tea Break, fostering an inclusive, dynamic, and progressive environment for members to learn, share, support, and flourish.

### Global Tea Break Resources:

- Free Registration and Monthly Updates
- Monthly Networking Meet-Up
- Global Tea Break Podcast
- Global Tea Break Fellowship
- Global Tea Break Members Podcasts
- Global Tea Break Members Bookshelf
- Global Tea Break Members YouTube Channels
- Global Tea Break Community Listings
- Global Tea Break Webinars
- Global Tea Break LinkedIn Group

Discover more at [www.globalteabreak.com](http://www.globalteabreak.com)



## GLOBAL TEA BREAK

*Immerse yourself in a world teeming with talented authors who have shared their expertise through the written word*

GLOBAL TEA BREAK COMMUNITY BOOKSHELF







@THEDIGITALMENTOR.IE



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WWW.THEDIGITALMENTOR.IE



# 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

STARTS 1ST FEBRUARY 2023

Hosted By Alan Hennessy

Listen on Spotify, Apple Podcasts, acast

Part of the acast Network  
www.thedigitalmentorpodcast.com

**INTRODUCTION TO THE BRAND NEW DIGITAL MENTOR PODCAST**  
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**  
The Digital Mentor Podcast  
With Alan Hennessy  
LinkedIn Challenges

DM PODCAST - EPISODE #2

LINKEDIN CHALLENGES

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

DM PODCAST - EPISODE #3

BRANDING, MORE THAN JUST A LOGO

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

DM PODCAST - EPISODE #4

TEN CONTENT PROMOTIONAL TIPS

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

DM PODCAST - EPISODE #5

SOCIAL PROOF AND SOCIAL CURRENCY



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# SOCIAL MEDIA TALKS

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](http://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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## Testimonials

### Testimonials from colleagues, customers and clients Alan has trained



**Kami Huyse: 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!*

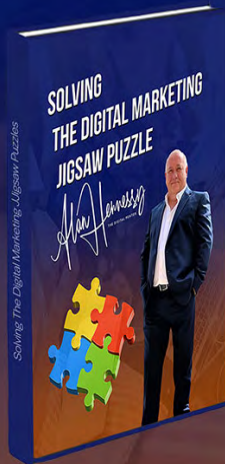
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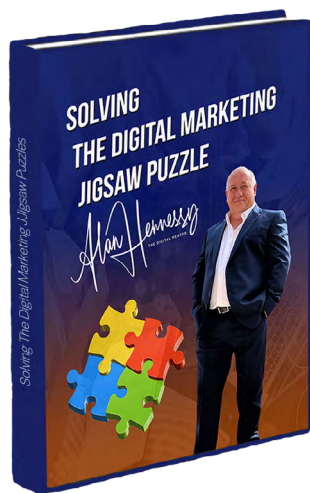
# MY NEW BOOK SOLVING THE DIGITAL MARKETING JIGSAW PUZZLE

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



### 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 Balmaçada  
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-The Digital 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  
**Linked in Live**  
IN CONVERSATION WITH ALAN  
WEDNESDAY 1.30PM  
**Louis Copeland**  
Louis Copeland & Son & Master Tailor  
f in t @ Shop Safely, Shop Local & Virtual Appointments

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

KOMPASS MEDIA  
**Linked in Live**  
IN CONVERSATION WITH ALAN  
MONDAY 4PM GMT  
**Ted Rubin**  
CMO of Photofy & Leading Social Media Power Influencer  
f in t @ The Power of Return on Relationship & Social Media Marketing

KOMPASS MEDIA  
**Linked in Live**  
IN CONVERSATION WITH ALAN  
MONDAY 11AM GMT  
**Joanne Sweeney**  
Public Sector Marketing Institute Founder  
f in t @ How to Master Social Media for Government & the Public Sector

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](http://www.youtube.com/kompassmedia)

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Let's Have a Chat Today

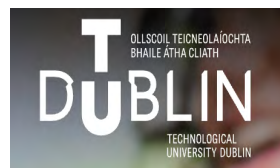
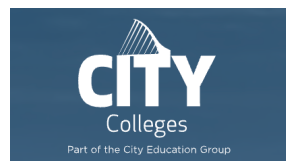
I am waiting to hear from you, go on pick up the phone



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

Connect with Alan on Social Media



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



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