





## Workshop Descriptions – Mega Marketing Madness

San Francisco March 27, 2014

Session #	Choose 1 workshop from each session		
	Kanbar Hall	Fisher Family 1	Fisher Family 2
1	 Create Email Marketing that Rocks!	 Measuring and Growing Your Online Presence	 How to Gain Media Coverage to Open Doors
2	 List Segmentation and Tagging for Better Engagement	 Mobile Marketing	 How to Easily & Consistently Create Engaging Content
3	 7 Steps to Small Business Marketing Success	 10 Things Your Website Needs to Have in 2014	 Create Email Marketing that Rocks!

Please note presentation titles and presenters are subject to change

### Session 1

#### **Create Email Marketing that Rocks! (Linda Lam, 6 Degrees of Marketing)**

Learn best practices in Email Marketing while we show you how to create a Social Media-friendly email – live! Leave this session ready to create professional-looking email communications that will get real results!

(Kanbar Hall - 9:00 AM)

### **Measuring and Growing Your Online Presence (David Mitroff, Piedmont Ave)**

Learn new ways to leverage technology and increase your organization's Social Media and Online Marketing presence to create brand awareness, strengthen customer loyalty and generate new opportunities.

(Fisher Family 1 - 9:00 AM)

### **How to Gain Media Coverage to Open Doors (LynAnn King, KingSingsPR)**

Learn the inside scoop about how to get media coverage and how to leverage it for years in your website's media room. Being in the media speaks volumes for credibility and opens many doors. Learn how to prepare for your moment to shine in the media from publicist LynAnn King. Position yourself as a credible source for journalists by having everything they need to highlight your company and reap in the attention.

(Fisher Family 2 - 9:00 AM)

## **Session 2**

### **List Segmentation and Tagging for Better Engagement (Ann Gusiff, A.Point Marketing)**

(Kanbar Hall – 10:00 AM)

### **Mobile Marketing (Elyse Tager, Constant Contact)**

This session is designed specifically for small businesses and will explore the impact of mobile. Our goal is simple: demonstrate why you need to think about mobile today and begin to create a mobile marketing strategy, so that you can evolve your business today and tomorrow.

(Fisher Family 1 - 10:00 AM)

### **How to Easily & Consistently Create Engaging Content (Sydni Craig-Hart, Smart Simple Marketing)**

You will walk away from this presentation with practical steps you can implement immediately to create, organize, and optimize an engagement marketing program that helps you to meet your marketing and sales goals.

(Fisher Family 2 - 10:00 AM)

## **Session 3**

### **7 Steps to Small Business Marketing Success (Ann Gusiff, A.Point Marketing)**

Do you know who your most profitable clients are? Do you know what your customers are really buying from you? What makes you stand out from your competition in this difficult marketplace? Get answers to these questions and much more in the "7 Steps to Small Business Marketing Success". These **proven techniques** are tailored for the small business owner to build a system that is both affordable and effective for attracting new customers.

(Kanbar Hall – 10:00 AM)

### **10 Things Your Website Needs to Have in 2014 (Patrick Launspach, theNextMarketplace)**

Your website is the foundation of all of your online marketing activities and a good website is critical to online marketing success. Best practices for an effective website have changed drastically in the last the last 5 years. Is your website up to snuff? Join us as we discuss critical features for getting found, creating engagement, and completing that call to action.

(Fisher Family 1 - 11:00 AM)

**Create Email Marketing that Rocks! (LynAnn King, KingSingsPR)**

Learn best practices in Email Marketing while we show you how to create a Social Media-friendly email – live! Leave this session ready to create professional-looking email communications that will get real results!

(Fisher Family 2 - 11:00 AM)

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