



# PRESENTATION AGENDA

WEDNESDAY, MAY 4, 2011 8:00am EST—8:00pm EST

8:00am	Show Opens		
8:30am	<b>Opening Address</b>	Lisa Wehr, Oneupweb	Be Relentless 2011 Presentation Hall
9:30am	<b>Selling Digital Marketing To Your CEO</b>	Lisa Wehr, Oneupweb Duncan White, Oneupweb	Be Relentless 2011 Presentation Hall

Join Oneupweb CEO, Lisa Wehr and Director of Client Services Duncan White as they walk you through the checklist of do's and do not's regarding selling digital marketing services to your CEO. Lisa and Duncan have more than 25 years of combined online marketing experience. They will delve into the pressing question of staying in-house or outsourcing your marketing efforts to partners. You will learn how to justify your investment by projecting returns for website redesigns, social media marketing and advertising, banner/display advertising, search engine marketing and search engine optimization. Partake in an exploration of each of these essential digital marketing channels and learn to highlight the key points that decision makers need to know about. Learn how to report on your successes after launch so you can go back to your CEO and prepare for the next big thing. Perhaps most importantly, take away advice on how to save yourself and your CEO time by delivering a concise message. Lisa and Duncan will share stories about what has and hasn't worked on the pitch to the CEO and other C-Level titles.

10:00am	<b>SEM: Successful Implementation for B2B Companies</b>	Kimberly Roman, FARO	Be Relentless 2011 Presentation Hall
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If you run the Marketing department for a B2B company, you may or may not be currently advertising with Google AdWords or other paid search sites. Chances are, unless you have someone dedicated full-time to managing your pay-per-click account, you are not getting the most out of your advertising dollars. This session will introduce a PPC strategy for B2B companies, including using an agency to manage your actual accounts, developing compelling content, implementing landing pages with CRM tracking, sales follow up and retargeting strategies.

10:30am	<b>Facebook's Opportunities For Business</b>	Leah Singer, Oneupweb Steve Bulger, Oneupweb	Be Relentless 2011 Presentation Hall
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It has long been a simple, yet effective marketing tactic to 'go where your customers are.' And your customers are on Facebook. The social networking behemoth has over 500 million users. That's nearly 1 in every 13 people on Earth. Over 40% of those people follow brands on Facebook, and over 41% of all users log-in every single day. But we don't have to prove to you that Facebook is important, you already know that. You probably are on Facebook, connecting with friends and family, and sharing photos. But that's not what this is about. What this segment will explain is Facebook's various opportunities for you and your business. There are rare instances when a company shouldn't market itself in Facebook. However, for the rest of you, Oneupweb Client Services Representative Steve Bulger and Senior Social Media Manager Leah Singer will highlight all things business-related on Facebook: posting and sharing, custom tabs, Open Graph, advertising, ecommerce, Facebook's latest applications and more.

11:00am	<b>Reel Them In: Catching A Bigger Audience With Online Content</b>	Cassandra Pean, VOCUS Stacy Acervero, VOCUS	Be Relentless 2011 Presentation Hall
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People are paying less and less attention to established media voices. When they want information, they go online to seek it out for themselves with search and social media. Concerned as a marketer? Don't be. You can catch their attention by providing the information they need and helping them find it.

11:30am	<b>Harnessing Social Media Insights</b>	Lisa Riley, J.D. Power & Associates	Be Relentless 2011 Presentation Hall
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PRESENTATION DESCRIPTION TO COME

12—1:00pm	<b>BREAK</b>		
1:00pm	<b>Emerging Trends In B2B Social Media Marketing</b>	John DiStefano, BtoB Magazine	Be Relentless 2011 Presentation Hall

Social media is one of the most powerful influencers on buyer behavior. Consumer marketers were the first to understand this, seizing upon Twitter and Facebook and using them as powerful tools to drive messages to their customers. Now, b2b marketers are recognizing that the medium is no less influential with their customers. **BtoB** magazine has recently released the research report, **"Emerging Trends in B2B Social Media Marketing: Insights from the Field"**, analyzing the social media network usage amongst b2b marketers. This webinar looks at the implications of this research on the opportunity that social media marketing presents.



# PRESENTATION AGENDA CONT'D

WEDNESDAY, MAY 4, 2011 8:00am EST—8:00pm EST

**1:30pm**                      **Public Speaking...The Naked Truth**                      Onlee Bowden, In Your Own Words                      Be Relentless 2011 Presentation Hall

Let's get right to right to the heart of the matter... Public speaking has an unfair rep as a life-sucking near death experience that leaves you wishing you were the one in the casket instead of the one delivering the eulogy. (Okay not my joke, Jerry Seinfeld's.) The truth... public speaking is tragically misunderstood leaving most of us just praying we don't have to bump into it. Conventional thinking and teaching often misses the most important mark which is we already have the skills inside us and we really don't need to become some fake feeling other person. In this presentation you will hear the naked truth about public speaking and you'll walk away with key strategies for changing your own approach to public speaking.

**2:00pm**                      **Old Media + New Media Your Job Is Officially Harder. Now What?**                      Amy Kyle, Home Furnishings Business                      Be Relentless 2011 Presentation Hall

Ahhh, remember back in the good old days when you booked an ad in the local newspaper, bought a few broadcast TV spots, and went to lunch with the guys from the radio? Life was sweet back then, but this is now – and when was the last time you tweeted? How many people “like “you on Facebook”? Do you have a minute to talk about what's happening on cable, HULU.com, and in the world of mobile shopping? Do you really need to do all of it? Can you get away with some of it? AND how on earth are you going to get it all done? We'll talk about all this, how to get a handle on your marketing mix AND showcase some companies doing it right.

**2:30pm**                      **PPC In Social Media And Other New Outlets**                      Duncan White, Oneupweb Luke Mason, Oneupweb                      Be Relentless 2011 Presentation Hall

Google practically created pay-per-click (PPC) marketing with AdWords, but these days you are missing an increasing number of opportunities if your PPC stops with Google and Bing-Yahoo. The ever-changing search landscape delivers a fast-evolving mix of options available in paid search. Effective paid search channels strike a balance between reach, efficiency and targeting. Some of these new channels offer tremendous efficiency and accuracy when it comes to targeting your buying audience online. Hop in as digital marketing veterans Duncan White and Luke Mason drive you through the expanding new landscape of PPC in social media.

**3:00pm**                      **TBD**                      Rick Harrison                      Be Relentless 2011 Presentation Hall  
GET Interactive

**3:30pm**                      **Local And Mobile Search Marketing**                      Dave Castle, Oneupweb Luke Mason, Oneupweb                      Be Relentless 2011 Presentation Hall

With the search engines increased focus on providing users with localized results, local and mobile search have quickly become areas where businesses can potentially see a high return on investment, and gain an advantage over competitors while directly reaching their target audience. Listen as Luke and Dave discuss this growing market and ways that companies with brick and mortar locations can make use of these underutilized and, and often misunderstood digital marketing strategies to grow their business and online presence.

**4:00pm**                      **TBD**                      Oren Michels, Mashery                      Be Relentless 2011 Presentation Hall

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**4:30pm**                      **Search Friendly ECommerce With Magento**                      Dave Castle, Oneupweb Tim Kauffold, Oneupweb                      Be Relentless 2011 Presentation Hall

Oneupweb Director of Client Strategies Dave Castle and Director of Operations Tim sit down to talk about the importance of understanding how Search Friendly your e-commerce platform is. Every day, the competition to acquire new customers grows, and every day more and more potential customers move their shopping to an online environment. In today's market, sharp companies are mindful of not only building an elegant, transactional website, but of using search friendly platform

**5—6:00pm**                      **BREAK**

**6:00pm**                      **Social Media's Impact On Search**                      Maureen Michaels, Oneupweb Steve Bulger, Oneupweb                      Be Relentless 2011 Presentation Hall

Whether you currently realize it or not, social media marketing plays an important role in search engine optimization. The major search engines like Google and Bing now calculate “authority” of social media profiles when displaying their search results. In other words, the “weight” certain Facebook, Twitter and YouTube profiles carry influences what search engines display in results pages. This means that search is now social—and your social media profiles have never been more important.



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## PRESENTATION AGENDA CONT'D

WEDNESDAY, **MAY 4**, 2011 8:00am EST—8:00pm EST

6:30pm

**Action Oriented Web Design:  
Pretty Doesn't Cut It**

Lisa Wehr, Oneupweb  
Tim Kauffold, Oneupweb

Be Relentless 2011 Presentation Hall

Join Oneupweb CEO Lisa Wehr and Director of Operations Tim Kauffold as they present some critical points around website design. It is critical that the core objective of your site not be lost in a redesign. After all, your website should exist to drive business. Beauty can go a long way towards drawing a customer in to your site, but losing site of the most crucial element – conversions – will cost you business in the long run. Find out how building a site around the principle of Action Oriented Design can make all the difference to your bottom line.

7:00pm

**Creating A Digital Marketing  
Strategy That Sticks**

Carly Wujcik, Oneupweb  
Maureen Michaels, Oneupweb

Be Relentless 2011 Presentation Hall

Successful digital marketing campaigns have moved beyond (way beyond) keywords and landing pages. Today, you need to factor in engagement, branding, online buzz, media placements, and more. You need to understand how your customer personas are going to interact with your company personas and other content online, maintaining consistent branding across all of your online channels while outlining specific action paths that lead your prospective customers to a clearly defined end goal. And you've got to measure it every step of the way. In other words, you need a digital marketing strategy that will stick. This presentation will help you identify the items you need to consider when developing a 12-month digital marketing strategy. You'll leave with a clear understanding of what that strategy should entail and why.