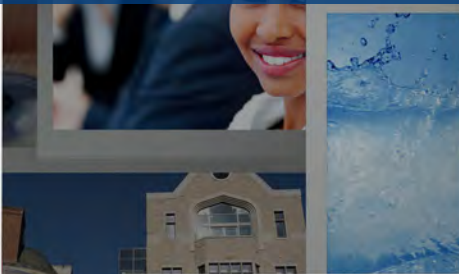
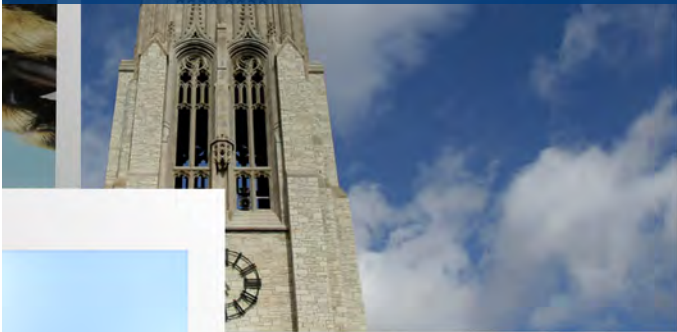


The University of Toledo College of Business Administration Second Annual Internet Marketing Conference

Tuesday, October 12, 2010

7:30 – 11:45 a.m.

Savage & Associates Complex for Business Learning and Engagement
The University of Toledo



Learn how to boost your business using search engine optimization, Web analytics, social media and more.

Tour the high-tech, eco-friendly Savage & Associates Complex for Business Learning and Engagement.

Convenient, free and ample parking

This unique and timely program for Toledo-area businesses will provide critical insights into the successful use of today's powerful Internet marketing tools and techniques. It follows the successful Internet Marketing Conference held in 2009 and builds upon and expands the knowledge areas addressed last year.

This year's Conference Presenting Sponsor is 



COLLEGE OF BUSINESS
ADMINISTRATION

THE UNIVERSITY OF TOLEDO

ADDITIONAL INFORMATION, COSTS AND ONLINE REGISTRATION
CAN BE FOUND AT:

UTINTERNETMARKETING.UTOLEDO.EDU

PROGRAM

7:30 – 8:15 a.m. **Continental Breakfast, Networking, Exhibits, Tour of Savage & Associates Complex**

8:15 – 8:25 a.m. **Welcome and Introduction**

8:25 – 9:25 a.m. **Search Engine Optimization: Traci Roberts, Vice President, Fathom SEO**

Keyword Selection – A solid keyword list is the foundation of any successful SEO campaign. Find out how to customize your program with powerful keywords that can support a long-term strategy.

Achieving top rankings is a battle waged on a number of fronts. Learn more about the on-site, off-site and technical changes you can make that will have the biggest effects on your natural search engine rankings.

Convert – More Web traffic does not necessarily translate into more revenue. Once you've increased traffic, increase conversions with the right calls to action, forms and incentives.

Measure – Google rankings are not the best indicators of an SEO program's health. Learn more about how to measure the success of your campaign and test the changes you make.

9:25 – 10: 25 a.m. **Search Engine Marketing: Michael Temple, MBA, Internet Marketing Consultant, Speaker and Author**

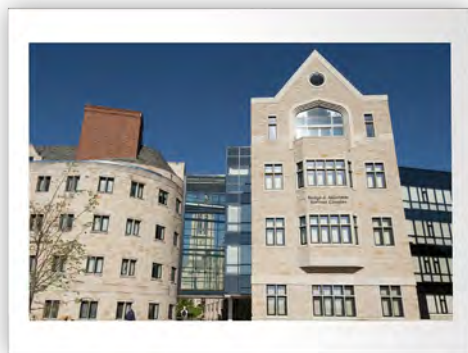
How to choose key words that are inexpensive, but deliver very targeted prospects to your Web site

Create persuasive and compelling ads that get your prospects to click on them

How to develop landing pages that convert visitors into buyers

Learn the techniques to write copy that gets prospects to take action

Discover how to measure and test your campaign so you can create a predictable source of new leads and sales with every campaign you run



10:25 – 10:45 a.m. **Break: Networking, Exhibits, Tour of Savage & Associates Complex**

10:45 – 11:45 a.m. **Concurrent (parallel) tracks**

Track 1: Web Analytic: Carrie Bell, Google, Inc., Google AdWords and Analytic

The importance of using a Web analytics tool, such as Google Analytics

How to “cut through the clutter” of data available in a Web analytics tool in order to gain insights and make decisions

How to determine whether or not you are accomplishing what you want to accomplish with your online presence

How you can use a couple of simple metrics to start optimizing your Web site and your online marketing initiatives today

Track 2: Social Media Monitoring: Timothy Langhorst, APR, Corporate Director, Interactive and Social Media and Media Relations, ProMedica Health System Communications

What free social media search tools are already available

How to use search operators to enhance your organic search

What automated (paid) search tools are available and why you might want to use these tools rather than/in addition to the free search tools

Some questions to ask should you consider utilizing automated search tools

Immediate next steps in developing a social media program in your organization

11:45 a.m.

Closing Remarks



2010 INTERNET MARKETING SPEAKERS

Mike Temple, Temple Development

Michael Temple is a consultant, speaker and author in the Internet marketing industry. He works with senior management teams and company owners to develop outcome-based marketing solutions on the Internet and with direct response marketing tools. He is currently the owner and managing director of Temple Development Company, a marketing consulting company. Temple has written several articles on Internet marketing and sales technology improvements and is currently writing a book on Internet marketing with plans for publication in 2011. Previously, Temple was an adjunct professor of business for Lourdes College for five years. He is currently on appointment as an adjunct professor of marketing at The University of Toledo and teaches Internet and direct marketing courses. He is also the co-director of the Internet Marketing Institute at The University of Toledo. Temple holds an MBA in information systems and marketing and bachelor's degrees in both finance and economics. He combines current professional thinking and research on Internet marketing and real world experience into all of his projects and speaking engagements.

Carrie Bell, Google

Bell has been at Google for more than three years, specializing in both AdWords and Google Analytics. Prior to that, she was in the U.S. Army Reserve for six years and a student at Marquette University. She will discuss how to use Google Analytics to track your online marketing initiatives. She will specifically talk about how to determine whether or not your online marketing dollars are well-spent and how to take action based on the data available in Google Analytics.

Traci Roberts, Fathom SEO

Traci Roberts is the vice president of SEO and video marketing at Fathom SEO, a leading Internet marketing firm based in Cleveland. She has been with Fathom SEO since it was founded as a division of Fathom IT Solutions six years ago. With more than 12 years' experience in the Internet industry with strong background in IT, Roberts has gained extensive operations and client relationship management experience related to website development and online marketing. Roberts was instrumental in establishing the foundation for Fathom SEO's disciplined approach that allowed it to become an industry leader. Today, Roberts' team handles more than 200 clients, including Eaton Corp., Cleveland Clinic, Bissell, Kent State University and Career Education Corporation. In her spare time, Roberts enjoys spending time with her husband, Jay, and their two young children. She is active in fundraising for her children's school, and she can oftentimes be found on a race track on the weekends, participating in a racing team with Jay. Her family's goal is to travel to all 50 states to learn more about our amazing country before her children finish high school.

Timothy Langhorst, APR, Corporate Director, Interactive and Social Media and Media Relations, ProMedica Health System Communications

Tim Langhorst has more than 29 years of broad-based marketing and public relations expertise. During his career, he has always focused on developing and executing communication action plans, strategies and tactics that help organizations achieve business goals and measurable, sustainable results. Over the last several years with Thread Information Design and in his current role as corporate director of system communications with ProMedica Health System, Langhorst has been increasingly responsible for finding ways to engage and connect with consumers utilizing social media and interactive tools. Langhorst will be speaking on practical steps to establishing an effective social media program and the use of social media as a powerful research tool.

