



Dana Center, Toledo, Ohio
Wednesday, October 14, 2009
7:30 – 11:40 a.m.
Dana Conference Center
The University of Toledo Health Science Campus

**INTERNET MARKETING:
APPLICATIONS, OPPORTUNITIES AND
CHALLENGES FOR YOUR BUSINESS**

SUCCESSFUL MARKETING OF YOUR COMPANY'S PRODUCTS AND SERVICES HAS NEVER BEEN MORE IMPORTANT

THAN IN THESE CHALLENGING TIMES. USING
THE INTERNET AS AN ESSENTIAL COMPONENT OF
YOUR MARKETING EFFORTS CAN SAVE YOU MONEY,
MULTIPLY YOUR RESULTS AND POSITIVELY POSITION
YOUR COMPANY ON THE GLOBAL STAGE.

That's why The University of Toledo Department of Marketing is offering a unique and timely special program on Internet Marketing for Toledo-area Businesses.

In one information-packed morning you can gain critical insight into the successful use of today's powerful Internet marketing tools and techniques, including search engine optimization, email campaigns, social networks and more. Instructors include Internet marketing experts, including an executive from Google.

Invest half a day into your ability to market on the Internet.
Group discounts are available.

REGISTRATION INFORMATION

Registration deadline:
Friday, October 2, 2009

Fee: \$75 per person
Group rate: \$75 for the first registrant, \$50 for each additional registrant

Make check payable to:
Advertising Club of UT

Mail check and completed registration form to:

c/o Anthony Koh
M.S. 103
College of Business Administration
The University of Toledo
2801 W. Bancroft St.
Toledo, OH 43606

Name _____

Company _____

Address _____

City, State, Zip _____

Phone _____ Email _____

Names and emails of additional registrants in group _____

Total enclosed: _____

WEDNESDAY, OCTOBER 14, 2009 PROGRAM:

- 7:30-8:00 a.m.** Registration, networking, and continental breakfast
- 8:00-8:15 a.m.** Welcome and Opening Remarks by Dr. Thomas Gutteridge, Dean, College of Business Administration, The University of Toledo, and Barry Rosen, President, The Pursuit Group
- 8:15-8:55 a.m.** "Search Engine Marketing," Jennifer Stone, Team Lead, Google, Inc.
- 9:00-9:45 a.m.** "How to Use Email Marketing to Pull in New Leads and Sales," Michael Temple, President, Temple Development Company
- 9:45-10:05 a.m.** Break and networking
- 10:05-10:45 a.m.** "All about Search Engine Optimization," Mike Murray, VP Online Marketing, Fathom SEO
- 10:50-11:40 a.m.** "Social Networks Marketing, Case Studies, and "Tips to Take Home" Panel Session moderated by Dr. Thuong Le, Professor, College of Business Administration, The University of Toledo
Panelists: Kevin David, Toast.Net; Bill Balderaz, Webbed Marketing; Michael Temple, Temple Development Company
- 11:40 a.m.** Concluding Remarks: Barry Rosen

SESSION I: SEARCH ENGINE MARKETING

PRESENTER: Jennifer Stone, Team Lead, Google Inc.

More and more marketing managers are allocating larger portions of their budgets to online advertising vehicles and pay-per-click tactics, often with Google, the largest and most advanced online pay-per-click advertising media. If you want to stay competitive, you need to hear what Google has available and how they can help you achieve your marketing goals. You will learn about

- Google advertising vehicles and how they work
- Interactive tools you can use to more effectively manage your campaigns
- How to get more for your advertising dollars
- Techniques to make your ads pull better and deliver better traffic to your site

SESSION 2: HOW TO USE EMAIL MARKETING TO PULL IN NEW LEADS AND SALES

PRESENTER: Michael Temple, President, Temple Development Company, LLC

Email marketing can be a powerful tool for marketing your business, but only if you do it correctly. Come and learn how to set up an email marketing campaign that is legal, not spam, and, most importantly, effective. There are a lot of moving parts in a successful email campaign. Here are a few of the things you will learn:

- How to build a highly responsive email marketing list
- Basics of copywriting
- Who your email message should come from (it is not who you think)
- Techniques that will make your email messages pull more leads and sales than your competitors
- How to create an effective landing page

SESSION 3: ALL ABOUT SEARCH ENGINE OPTIMIZATION

PRESENTER: Mike Murray, VP Online Marketing, Fathom SEO

This session will help marketers determine target keywords and where to place them within their website content to improve search engine rankings and conversions. It will also help online marketers think through the keyword selection process, which involves far more than keyword relevance and the number of searches that are conducted for keyword phrases. Leveraging the power of an effective domain name is another strategy that will be covered.

PANEL SESSION: SOCIAL NETWORKS MARKETING, CASE STUDIES, AND TIPS TO TAKE HOME

MODERATOR: Dr. Thuong T. Lee, Professor of Marketing, The University of Toledo

This final session will help local businesses understand social sites and examine how to use them for marketing. They will also learn from those who have successfully launched businesses using Internet Marketing.

PANELISTS:

Bill Balderaz, Founder, Chief Innovation Officer of Webbed Marketing

Kevin David, Toast.net

Michael Temple, President, Temple Development Company LLC

2009 INTERNET MARKETING SPEAKERS

Bill Balderaz, Founder, Chief Innovation Officer of Webbed Marketing has grown the company from a one-man consultancy to one of the largest and fastest growing independent interactive marketing agencies in the Midwest. Prior to launching Webbed Marketing, Bill accumulated more than 10 years of traditional and online marketing experience, focusing on advertising, public relations and media experience. Bill has worked with some of the largest publishers in the world, including Standard and Poors, McGraw-Hill and Thomson Gale, to plan, execute and measure Internet marketing programs. He began working in the search engine optimization, pay-per-click advertising and link building world in 1998, prior to the launch of Google. He has spoken on Internet marketing topics at dozens of conferences including events sponsored by the Public Relations Society of America, the American Marketing Association and Search Engine Strategies. Bill holds a bachelor's degree in public relations from Bowling Green State University and an MBA from Franklin University. He runs the BuzzSaw Word of Mouth Marketing blog at <http://buzz.ducttapemarketing.com> and is the creator of the Webbed-O-Meter, which is the first publicly available tool that measures online word-of-mouth. Recently he was awarded the, "Currier Young Professional Award" from Bowling Green State University.

Kevin David, Toast.net

Kevin David is the President of TOAST.net, which he founded in 1996. TOAST.net is an Internet Services Provider that offers dial-up, DSL, web design, web hosting, and email services. Headquartered in Toledo, Ohio, TOAST.net has 30 employees and thousands of customers in all 50 states plus Canada.

Prior to founding TOAST.net, Kevin started a computer consulting business while in college. He did systems integration work for local businesses including several Fortune 500 firms. In 1996 he saw the Internet as an emerging platform for business and recreation, so he transformed the systems integration business into an Internet provider. He chose the name TOAST.net because he wanted to make getting online, "easy as toast."

Born and raised in Toledo, Kevin graduated from UT with a degree in Computer Science and Engineering in 1989. He helped develop the E-Business program at Owens Community College and speaks at area schools on Internet Safety.

Mike Murray, VP Online Marketing, Fathom SEO: Mike Murray, Fathom SEO's vice president of online marketing, has shaped online marketing strategies for B2B and B2C companies since 1997. He has been a speaker at regional and national events, including Search Engine Strategies conferences in Chicago, New York City and San Jose.

With an emphasis on best practices, Mike has guided projects for such companies and organizations as FedEx Custom Critical, Eaton Corp., Bissell, Cleveland Clinic, Career Education Corp. and more.

His online articles have appeared in Visibility Magazine, WebProNews, iMedia Connection, ReveNews and other online publications. Mike also authored how-to guides and white papers, including "Is Search Engine Optimization Worth It? SEO and the ROI Debacle." He led two national studies on how health care companies and manufacturers use SEO.

Jennifer Stone, Team Lead, Google Inc.: Jen Stone has worked in the Product Development and Ad Words organizations within Google since 2005. Prior to joining Google, she was a technical writer in the satellite communications industry. She now manages the East/Midwest Education sales and account services team at Google's Ann Arbor, MI office. Jen received her BA from the University of California Santa Barbara in Literature, and received her Master's in English Literature from San Francisco State University

Michael Temple, President, Temple Development Company, LLC: 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, which is a marketing and management consulting company assisting companies to use the Internet to generate more leads, sales and higher profits.

He is also an adjunct professor of Internet marketing and direct marketing at The University of Toledo. Michael holds an M.B.A. in marketing and information systems and Bachelor's degrees in both finance and economics. He combines a solid educational background and real world experience into all of his projects and speaking engagements.

(The University of Toledo College of Business Administration Edward H. Schmidt School of Professional Sales is presenting its Sixth Annual Executive Sales Summit, Breaking Through in a Challenged Economy, on November 20, 2009. For more information visit utoledo.edu/business/ESSPS.)



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