

2009 Marketing Roundtable

NOVEMBER 10: INTERNET SEARCH TRENDS 2010

5:00 pm - Registration/Networking, 5:40 - 7:00 pm - Program

Video! Image! Local! Mobile!
New channels to connect with customers

Moderator: **Linda Girard**

Co-Founder & Visionary
Pure Visibility, Inc.

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Linda Girard, Co-Founder & Visionary of Pure Visibility, leads the aggressive growth and business direction of the company. Her unparalleled experience in Internet marketing includes over a decade's work in aligning client goals with search marketing strategies that deliver meaningful, measurable results. Linda's expertise has resulted in numerous awards, including recognition by the National Association of Women Business Owners as one of the "Top 10 Women in Business in Michigan." Linda is a frequent speaker, author and widely recognized expert on Internet marketing. She currently serves as an advisory board member of the Eastern Michigan University CIS program and is on the Global Committee for Search Engine Marketing Professional Organization (SEMPO). She is also a past president and education chair for the Ann Arbor Ad Club.

Pure Visibility is an Internet marketing company based in Ann Arbor, Michigan, dedicated to growing businesses by connecting them to new qualified prospects online. Pure Visibility's Own Page One® methodology starts with a commitment to understanding the distinctive positioning of each customer, and surfacing those qualities to receptive audiences through industry-leading analytics based processes. Pure Visibility is dedicated to discovering industry needs and innovating to fill them. The combination of creativity, knowledge, and resolve to provide unbiased information on Internet strategies earned them the rare combined status of being a Google Analytics certified consultant, Google AdWords certified company and Urchin certified consultant.

Panelists:

Erik Head

Senior Director of Business
Development, ForeSee Results

Marta Strickland

Manager of Social Media
Strategy, Organic, Inc.

Megan Zlatos

ROI Maven,
Pure Visibility, Inc.

Program Description

You can't plan for 2010 without attending this discussion on current and future Internet search trends. Learn futuristic insights from experts in user experience, social media, search engine optimization, and Google Adwords. Have you been wondering how the wild west of search and the Internet will change in 2010? How will customers find you? When they find you what do they expect on your site? How will it effect your business plans and budgets? What is social media and where is it going? Do you need your own social network? We will have the answers and more!

Who Should Attend

Business executives who care about how their target market is searching online today and tomorrow. Marketing and advertising agencies that want to join in the collaboration and perhaps turn up the geek meter. Students that are studying Search!

Location & Registration

SPARK Central, 330 E Liberty, Lower Level, Ann Arbor, MI 48104
Register at www.AnnArborUSA.org or call 734.761.9317.

SPARK will be the driving force in establishing the Ann Arbor Region as a desired place for business expansion and location...by identifying and meeting the needs of business at every stage, from those that are established to those working to successfully commercialize innovations.



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