

Marketing Boot Camp April 29, 2010 Turn Your Website into a Lead Generating Machine

Learn How to...

- ▶ Help visitors to your website immediately understand why they should buy from you
- ▶ Make sense of Google Analytics and how you can use stats to increase traffic
- ▶ Optimize your entire web presence to improve your web ranking
- ▶ Help visitors take a next step with you in the buying process

Presented by the York Technology Association & Marketing CoPilot
April 29, 2010

8AM to 2PM

15 Allstate Pkwy, 6th Floor

Markham, Ontario

\$250 YTA members; \$350 non-members

82% of all searches for anything start with an internet search.

This means that your website has become your receptionist, your marketing department, and your sales team all rolled into one.

Is your website up to the challenge?

Join us for a half day, **interactive workshop** that will help you build a game plan for moving your website forward from passive marketing presence to active revenue-producing sales tool.

This session is for...

- CEOs who are hesitant to send people to their website because it's not helping the sales process
- Marketing directors and managers who have been tasked with lead generation
- Consultants building their own websites or contributing to a client's online strategy

What you need....

- Three color printed copies of your web home page
- Access to your Google Analytics account if you have one
- A laptop - This session is very hands-on. We want attendees to connect and dig in. Power and connections available.

Register Here!

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Register at www.yorktech.ca/bootcamptraining

\$250 for members; \$350 for non-members

Contact marie@marketingcopilot.com 416.436.7931 for more detail

Session Agenda

7:30AM doors open. Coffee and muffins available. Session starts at 8AM sharp!

Home Page Challenge – 8:00 – 8:30AM

Learn the 3-point test to assess your home page from a visitor's perspective
Session lead by Marie Wiese, Marketing CoPilot

Developing a Keyword Strategy – 8:30 – 9:15AM

Learn how to set up your keyword strategy, what to look at and how leverage analytics to improve organic search rankings
Session lead by Jeff Jones, Senior Product Manager, gShift Labs

Drilling for Gold in Google Analytics – 9:15 – 10:15AM

Learn how to drill into data that will create winning strategies for tracking leads and understanding how to leverage Google to improve lead generation
Session lead by Chris Adams, CTO and Co-Founder, gShift Labs

Break from 10:15 to 10:30AM

Web Presence Optimization – 10:30 – 11:15AM

Today's online strategy requires more than a website. Learn how to leverage social media, press releases, site content, book marking and other online tools to drive traffic to your site to start the buying process
Session lead by Krista LaRiviere, CEO and Co-Founder, gShift Labs

Understanding the Language of Online Interest – 11:15 – 12:00PM

In the absence of being face-to-face with an online visitor, how do you gauge interest and create conversion tools to determine interest and nurture online relationships
Session lead by Rob Nevin, Partner MoxianMedia

12 Noon – Lunch Served and Case Study presentations begin.

NEW THIS YEAR!

During lunch, which will be provided by the YTA and Marketing CoPilot, we will have marketers present case studies from the last year: What they did and how it worked!

- Sean O'Donovan, VP Marketing, Doxim
- Tracy Staniland, Director of Marketing, Camilion Solutions
- Jess Joss, President, Insiteful Solutions

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About Our Presenters

Marie Wiese, Marketing CoPilot, marie@marketingcopilot.com

A senior marketing executive with experience in both the financial services and technology sectors, Marie has also held senior marketing and sales positions, creating a powerful and broad foundation to build strategic marketing programs that accelerate business success. Marie is currently Co Chair of the York Technology Association.

Krista LaRiviere, Chris Adams and Jeff Jones of gShift Labs, www.gshiftlabs.com

Krista, Chris and Jeff are all trail blazers in web marketing technology and experts in organic search optimization. In 1999, Krista and Chris founded cgk Technologies Group, professional Internet services and in 2004, Hot Banana Software, a search engine friendly web content management system. Both cgk and Hot Banana were acquired by Lyris, Inc in 2006. Jeff joined the gShift team after his time as senior product manager at Hot Banana. Krista and Chris co-founded gShift Labs in 2008 with a firm belief that the organic search process can be simplified and automated with a software tool. gShift's vision is to change the way people think of and perform organic search optimization.

Rob Nevin, MoxianMedia

Rob Nevin, Partner at MoxionMedia and VP of Marketing. Some of you may know Rob from a past life as VP of Marketing at Aizan Technologies in Richmond Hill. Rob has a career history working with Technology in C-Level positions. He takes his understanding of data, technical tools and processes and blends with solid marketing principals to produce marketing "engines" capable of finding, identifying and nurturing leads to not just create lists but to create demand and sale-ready leads.

Upon completing the Boot Camp, you will have a framework for moving forward online lead generating activities.

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