

Speaker Line Up

Thrive 2010: The Ins and Outs of Online Marketing



PRWeb Online Seminar

May 12th, 2010 @ 9:30AM ET

Speakers

Bio & Description



Anne Holland,
President, Anne
Holland Ventures

Anne Holland
VENTURES INC.

About Anne Holland: Industry insider and marketing guru Anne Holland has had an impressive and extensive career as an award-winning marketer, entrepreneur and trailblazing online content expert. She founded MarketingSherpa.com, a multimillion dollar site focused on raising the bar for marketing professionals through the delivery of case studies, education and tips and tricks for marketing best practices, which she sold in 2007. Her career spans twenty-five years of successful campaign creation, mergers and acquisitions, and leading the industry's best practices for improving marketing techniques and strategies through content, metrics and creativity. She is a world-recognized expert on all things marketing and is often found speaking at industry events and being quoted in top-tier business publications like The New York Times, The Wall Street Journal, Fast Company and Entrepreneur.com. She is also the president of Anne Holland Ventures, an online publishing company focused on disseminating marketing best practices through resources like WhichTestWon.com and SubscriptionSiteInsider.com.

Learn more about Anne Holland Ventures Inc. by visiting www.anehollandventures.com.

Session:

10:00AM-10:50AM: Keynote - Confessions of a Serial Entrepreneur: Marketing for Success



Pete Prestipino,
Editor-In-Chief, Website
Magazine

website
MAGAZINE

About Pete Prestipino: Pete Prestipino runs the ship at one of the online marketing industry's top publications. As Editor-in-Chief of Website Magazine, Pete helps businesses of all sizes educate themselves on how to best maximize website development and integrate SEO elements to drive traffic and convert visitors to buyers. Pete is a recognized industry expert on Internet advertising and marketing, content management, blogging and using analytics to measure Internet marketing and website success. Prior to his position as Editor-in-Chief, Pete held a variety of senior-level positions where he was responsible for online marketing strategy and content development at companies like EMERgency 24 and Search7.com.

Learn more about Website Magazine by visiting www.websitemagazine.com.

Session:

11:00AM-11:50AM: From the Ground Up: Creating a Web Site that Drives and Converts Visitors



Randy Windsor,

About Randy Windsor: SEO Evangelist Randy Windsor is an expert in leading and teaching businesses how to harness the power of SEO to build their businesses. In his role at one of the industry's top website design firms, Network Solutions, Randy helps clients determine the best course of action for developing a site that promotes visibility, and taps into natural human browsing behavior. He helps clients weave in technical elements that drive visitors and create a web site that maximizes business objectives. He is a recognized expert in pay-per-click advertising, search engine optimization strategies and e-commerce marketing.

Learn more about Network Solutions by visiting www.networksolutions.com.

SEO Evangelist,
Network Solutions



Session

11:00AM-11:50AM: From the Ground Up: Creating a Web Site that Drives and Converts Visitors



John Jantsch,
Founder and CEO, Duct
Tape Marketing



About John Jantsch: John Jantsch is a marketing and digital technology coach, award winning social media publisher and author of "Duct Tape Marketing - The World's Most Practical Small Business Marketing Guide" published by Thomas Nelson, with foreword by Michael Gerber, author of The E-Myth and afterword by Guy Kawasaki. He is the creator of the Duct Tape Marketing small business marketing system and Duct Tape Marketing Authorized Coach Network. He is a presenter of popular marketing workshops for organizations such as the Small Business Administration, American Marketing Association, Kauffman Foundation, Painting and Decorating Contractors of America, Associated Builders and Contractors, National Association of the Remodeling Industry and the National Association of Tax Professionals.

Learn more about Duct Tape Marketing by visiting www.ducttapemarketing.com.

Session

12:00PM-12:50PM: Access to the Experts: Small Business Marketing Tips and Tricks



Janet M. Thaeler,
Published Author and
Online PR Expert



About Janet M. Thaeler: Renowned author and public relations guru, Janet M. Thaeler literally wrote the book on how to maximize and optimize the online news release. Her book, "I Need a Killer Press Release, Now What?" is helping small to medium sized business and PR pros rapidly learn the basics of online press promotion, social media and using SEO techniques in online news releases. Janet is also a PR and social media consultant that helps companies of all sizes use the Web to drive new business. She blogs for several high-profile information sites like Marketing Pilgrim, Small Business Trends and American Express OPEN Forum as well as her own Newspapergrl.com blog. She currently serves as the resident social media specialist for online marketing firm OrangeSoda.

Learn more about Newspaper Girl by visiting www.newspapergrl.com.

Session

1:00PM-1:50PM: Boosting the Buzz – Driving Traffic and Publicity with Online News Releases



Peter Shankman,
Social Media and
Marketing Expert,
HARO



About Peter Shankman: An entrepreneur, author, speaker, and worldwide connector, Peter Shankman is recognized worldwide for radically new ways of thinking about Social Media, PR, marketing, advertising, creativity, and customer service. He is best known for founding Help A Reporter Out, (HARO) which in under a year has become the de-facto standard for thousands of journalists looking for sources on deadline, offering them more than 100,000 sources around the world looking to be quoted in the media. In addition to HARO, Peter is the founder and CEO of The Geek Factory, Inc., a boutique Marketing and PR Strategy firm located in New York City, with clients worldwide.

Learn more about HARO by visiting www.helpareporter.com.

Session

2:00PM-2:50PM: Tapping the Tweet: Harnessing Social Media to Drive More Visitors



Chuck Hester,
Communications
Director, iContact



About Chuck Hester: Chuck Hester is Communications Director at iContact, the industry-leading web-based emarketing communications software. He has over twenty-five years of experience helping small and large enterprises craft compelling messaging and content marketing campaigns that build stronger customer relationships and nurture and transition prospects into customers. Chuck knows how to maximize the use of brand, social media, public relations and email marketing to drive more revenue from new and existing channels. He's a published author and blogger and has shared his knowledge and experiences as a professor at Duke University and the University of Irvine, California. He holds degrees in Journalism and Communications from the University of Southern California.

Learn more about iContact by visiting www.icontact.com.

Session

3:00PM-3:50PM: e-Marketing Strategies for Forging Strong Customer Relationships



Byron White,
President,
ideaLaunch.com and
Founder, LifeTips.com



About Byron White: Byron White is one of the original content marketing revolutionaries. Back in 2000, he founded LifeTips.com— the place millions of monthly readers go for 150,000+ expert tips and advice created by hundreds of writers so great—they're Gurus. In 2008, he founded ideaLaunch, the world's largest content marketing agency that boasts an impressive list of clients like Walmart, Hasbro, Match.com, and P&G. ideaLaunch offers content creation, optimization and performance services for clients across a wide range of industries. His success is well documented in Adweek, Inc. Magazine, The Boston Globe, The Boston Business Journal and The Wall Street Journal. He is a graduate of The London School of Economics and Connecticut College.

Learn more about ideaLaunch by visiting www.idealaunch.com.

Session

3:00PM-3:50PM: e-Marketing Strategies for Forging Strong Customer Relationships



Sophie Shiatis,
VP, Ecommerce &
Marketing, PRWeb



About Sophie Shiatis: Sophie Shiatis, Vice President of Ecommerce, is responsible for leading the Ecommerce strategy for PRWeb with optimizing the online marketing and direct response channels. She attributes part of her success at PRWeb, whose focus is on helping online merchants drive traffic to their site, to the fact that she had first-hand experience with operating an online business for a number of years. In addition to her own online small business experience, Sophie also gained invaluable business experience at Network Solutions, and Brainbench, where she lead and managed the product and marketing strategy of a start-up skills measurement company. While there, Sophie exceeded annual revenue goals and achieved profitability ahead of schedule, and was instrumental in the company doubling their average order value.

Learn more about PRWeb by visiting www.prweb.com.

Session

4:00PM-4:50PM: Access to the Experts: Optimal Online Marketing Techniques from Publicity to Purchase

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