



DIGITAL MARKETING CONFERENCE 2016

Rocks Digital 2016 Pre-Conference Workshops

Starts 10:00 am | Lunch 12:00 pm | Resumes 1:00 pm | Ends 4:00 pm

10:00 am Speaking in Small Rooms with Confidence

Brian Sullivan

Most public speaking occurs in front of a small group in a small room. In this talk, we will look at the importance of: (1) Preparation with long or short-notice, (2) Presentation delivery and room dynamics, (3) What to consider when speaking to executives and (4) Keeping the conversation alive. Make sure you own the room the next time you speak.



11:00 am Discover Your Ideal Client

Byron Ingraham

It's simply not enough to market your business, you have to market to the right people. Learn how to: (1) Identify the demographics and psychographics of your ideal client (2) Leverage Facebook to research your ideal client (3) Use Twitter to uncover what is happening now with your clients and (4) Get unfiltered access to your ideal clients through forums.



12:00 pm On-Your Own Lunch

1:00 pm Making the Most of Social Media

Lissa Duty & John Nosal

SEM, SEO, PPC, SMM and if you don't know what all that means, it's a TKO for your brand. Taking control of your brand's identity and giving it a "personality" all its own has never been easier in the age of social media. It's not a one-size-fits-all approach. Walk through the finer points of social media optimization for three major channels, Facebook, Twitter and LinkedIn.



2:00 pm Understanding Search: How Google's SEO Algorithm Can Impact Your Business — and What to Do About It

Beth Kahlich

Learn the most important ingredients your web presence needs to be successful in Google search. Beth will break down the basics in easy-to-understand language, dispel some myths, and give you actionable tips for improving your search engine visibility.



3:00 pm Google My Business Workshop Sponsored by Google

Justin Liles

Would you like to rank higher in search? Would you like to shorten the time-consuming location verification process for your small business? Justin Liles will walk workshop attendees through the process of claiming and optimizing Google My Business listings. As a Google Trusted Verifier, we'll be able to verify your listings on the spot!



4:00 pm End of Day

