



Digital-Centered Marketing: *In the Trenches for a Hands-on Experience*

New York, NY April 15

Spotlight Session

MarketingPower.com/Digital • 800.AMA.1150

AMA Member: \$925

Non-Member: \$1,220

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Take-aways

- Techniques and best practices for digital marketing elements, including mobile, viral and social marketing channels
- How to use digital data and build loyal online relationships
- How to create metrics for effectively measuring the ROI for social media campaigns

Getting real results on limited funds is critical to success in today's economic environment. Engaging employees, customers and partners through digitally centered channels is a highly-effective method. The complexities, however, of navigating and succeeding in the highly-fragmented space are great.

Through a blend of interactive sessions and hands-on learning, attendees will explore the world beyond the Internet to better understand and immediately seize the opportunities existing in digital marketing. Expert facilitators will provide methods for effectively using digital data and building loyal digital relationships. And because the current economic conditions leave zero room for wasted dollars, this forum will conclude with a session dedicated to creating metrics for effectively measuring the ROI of digitally-centered marketing initiatives.

Dana VanDen Heuvel, President, The MarketingSavant Group

A widely recognized expert on social media marketing, thought leadership marketing and interactive marketing trends, Mr. VanDen Heuvel founded BlogSavant, a division of VanDen Heuvel Executives, LLC, one of the nation's first weblog and social media marketing consultancies. He currently runs The MarketingSavant Group, a marketing technology consulting and training firm that helps marketers leverage emerging marketing technology to grow their business.

Toby Bloomberg, President, Bloomberg Marketing/Diva Marketing

Ms. Bloomberg helps explore social media marketing, from blogs, to social networking to widgets to blogger relations and beyond. Launched in 2004, her blog divamarketingblog.com is one of the highest ranked marketing blogs in the world according to the Ad Age Power 150.



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Program

The DCM Core

- Thorough overview of three building blocks of digital-centered marketing:
 - Digital Data
 - Digital Content
 - Digital Relationships

Building Loyal and Personal Relations in Digital Marketing

- Insights on what it takes to form, nurture and grow digital relationships with your customers on a “human” level
- Methods discussed include using communities, public relations 2.0, personalized digital messaging and more

The New DCM Strategy: Recession-Based and Organizationally-Aligned

- Explore how to:
 - Refocus the marketing team
 - Sell clients and stakeholders on a digital-centered strategy
 - Perform the necessary work to shift your organization’s thinking
 - Strategically align your DCM strategy with your organizations’ new recession-based objectives.

Metrics, Metrics, Metrics: Building and Communicating ROI for Social Media Campaigns

- Learn the key ROI components and gain insight on which channels most impact your pipeline to ensure long-term success in digital-centered marketing

Staying Ahead of the Curve: Learning from Others’ Lessons and Creating Action-Oriented Objectives

- Highly interactive Q&A and problem-solving session
- Outline action-oriented objectives to put the day’s learning to work immediately upon returning to the office

Marketing Makeovers

- Dive deep into specific, emerging or hypothetical marketing challenges where digital-centered marketing tools and tactics will provide a competitive marketing edge