

SMMX

TORONTO 2012™

APRIL 25-26, 2012
Metro Toronto Convention Centre
TORONTO

CONFERENCE GUIDE



KEYNOTE SPEAKER



Gord Hotchkiss
Mediative

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We're delighted you're joining us for our fourth annual Search Marketing Expo – SMX Toronto 2012!

This year's conference features over 30 sessions, workshops and networking events covering the most important aspects of search marketing. Experienced search marketers, online managers, technology executives, traditional marketers and communications professionals - there are sessions for all these types of people.

Keynote Address – Gord Hotchkiss

This year we are delighted to welcome keynote speaker Gord Hotchkiss, one of Canada's most well-known and prominent search marketers. A popular and always thought-provoking speaker, Gord will be looking at the massive changes that have transformed the search marketing landscape over the past year. In his address, "Changing Course and Avoiding the 7th Iceberg," Gord will explain why he sees more than a few parallels for digital marketers with the story of the Titanic, and why even successful organizations can't see disaster coming and struggle to change course before it's too late.

SMX Toronto and the eMetrics Marketing Optimization Summit together again: This is our fourth year in Toronto where we co-locate with the eMetrics Marketing Optimization Summit, a conference founded by Jim Sterne and focused on the broader topic of online marketing analytics and optimization. SMX Toronto and eMetrics welcome all attendees to the shared exhibit hall and networking events.

Something for Everyone

Whether you're a beginner, intermediate or an advanced search marketer; whether your interests are specific to PPC, SEO, mobile or social media — there's plenty of sessions to choose from. The search landscape is broad and deep, so we've brought together the most important topics featuring the strategies and tactics impacting search marketing success today.

Continued Focus on Search Analytics:

There's no channel more measurable than the web. And there's no tactic that allows for more diverse data diving than search marketing. We measure performance across media, countries and regions, keywords, creative, landing pages, time of day, by product and by brand. We optimize for awareness, information consumption, influence, downloads, sign ups, leads, sales and more.

SMX Toronto offers several sessions and workshops dedicated to search analytics and optimization. Other key areas of focus for SMX Toronto include Search and Social for 2012, SEO fundamentals and SEO advanced; Paid Search and Advertising; Local and Location-based Marketing.

Be sure to take advantage of the networking between sessions, at lunch and at the SMX After Dark Party on April 25th from 8:00 to 11:00 PM at Rockwood, 31 Mercer Street Toronto. Bring your pass to get in. Sponsored by DAC Group.

Enjoy the show!

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Dates & Times

Conference Sessions:

April 25 & 26

Post-Conference Workshop:

April 27

Exhibition Hall:

April 25: 7:30am – 7:30pm

April 26: 7:30am – 4:30pm

Contents Presentations

Presentations from speakers who provided them will be posted to the conference website.



You can find them at:

www.searchmarketingexpo.ca/2012/preso/

User name: smxto2012

Password: smxgems12

Wednesday • April 25, 2012 • Exhibit Hall Hours 7:30AM - 7:30PM

7:30am-9:00am	Breakfast & Registration	
9:00am-9:45am	Keynote Address – Changing Course and Avoiding the 7th Iceberg Gord Hotchkiss, Mediative Room: 717	
9:45am-10:30am	Expo Hall & Refreshments	
	SEO Track Sponsored by:  <small>web design & internet marketing experts</small> Room: 717	Paid Search Track Room: 716
10:30am-11:45am	The Big Google Kitchen Sink Panel Moderator: Gord Hotchkiss, Mediative Q&A Moderator: Patrick McKeown, Navantis, Inc. Speakers: Aaron Bradley, InfoMine, Inc. Ken Dobell, Digital, DAC Group Duran Inci, Optimum7 Ryan Jones, Sapientnitro	Best Practices With adCenter For Bing & Yahoo Moderator: Matt Van Wagner, Find Me Faster Q&A Moderator: Lyndsay Walker, TD Bank Group Speakers: Kunal Das, Microsoft Marc Poirier, Acquisio Matt Van Wagner, Find Me Faster
11:45am-12:40pm	Lunch	
12:40pm-1:00pm	Platinum Sponsor Presentation - Good Things Come In Threes Ken Dobell, DAC Group  Room: 717	
1:00pm-2:15pm	Keyword Research In A [Not Provided] World Moderator: Alan K'necht, K'nechtology Inc. Q&A Moderator: Ric Dragon, DragonSearch Speakers: Christina Keffer, LunaMetrics Claye Stokes, SEO.com	Essential Paid Search Power Tools Moderator: Matt Van Wagner, Find Me Faster Q&A Moderator: Cameron Cowan, Adobe Speakers: Kerstin Baker-Ash, ZenithOptimedia, Suren Ter-Saakov, SEMrush David Weber, Page Zero Media
2:15pm-2:45pm	Coffee Break	
2:45pm-4:00pm	Link Building: Why You're Doing It Wrong Moderator: Chris Sherman, Search Engine Land Q&A Moderator: Chris Sherman, Search Engine Land Speakers: Chris Bennett, 97th Floor Erin Everhart, 352 Media Group Rae Hoffman-Dolan, Sugarrae SEO Firm Dave McAnally, Resolution Media	Search Ads: Taking Your Ads From Good To Great! Moderator: Matt Van Wagner, Find Me Faster Q&A Moderator: Lyndsay Walker, TD Bank Group Speakers: Bill Barnes, Mediative, Tyler Calder, Search Engine People Inc. Matt Van Wagner, President, Find Me Faster
4:00pm-4:15pm	Break	

Wednesday • April 25, 2012 (cont)

	SEO Track Sponsored by:  Room: 717	Paid Search Track Room: 716
4:15pm-5:30pm	Beyond Rankings: Actionable SEO Reports Your Boss Will Love Moderator: Andrea Hadley Q&A Moderator: Patrick McKeown, Navantis, Inc. Speakers: Dan Boberg, SyCara Brent Chaters, SapientNitro Brian Harnish, Bisnar Chase Law Firm Ian Lurie, Portent, Inc.	Quality Score: The Unwritten Manual For Google AdWords & Bing adCenter Moderator: Matt Van Wagner, Find Me Faster Q&A Moderator: Matt Van Wagner, Find Me Faster Speakers: Brad Geddes, Certified Knowledge Joseph Kerschbaum, Clix Marketing Frederick Vallaeys, Top Tier Inc.
5:30pm-7:00pm	Reception	
8:00pm-11:00pm	Sponsored By:   Location: Rockwood, 31 Mercer Street, Toronto	

Thursday • April 26, 2012 • Exhibit Hall Hours 7:30AM - 4:30PM

	Social & Vertical Search Track Room: 717	SMX Advanced Track Room: 716
7:30am-9:00am	Breakfast & Registration	
9:00am-10:15am	Beyond Search: Leveraging Ads On Facebook, Twitter & LinkedIn Moderator: Alan K'necht, K'nechtology Inc. Q&A Moderator: Patrick McKeown, Navantis, Inc. Speakers: Hussein Fazal, AdParlor Sarah Lokitis, Search Mojo Manny Rivas, aimClear	Overlooked, Underloved & Unknown Analytics Moderator: Andrea Hadley Q&A Moderator: Lyndsay Walker, TD Bank Group Speakers: Cameron Cowan, Adobe Helen Overland, Search Engine People Manish Patel, Where 2 Get It, Inc.
10:15am-10:45am	Coffee Break	
10:45am-Noon	Building Buzz On Twitter: Getting Followed & Retweeted Moderator: Jim Hedger, Digital Always Media Q&A Moderator: Jim Hedger, Digital Always Media Speakers: Ric Dragon, DragonSearch Aaron Friedman, Resolution Media Patrick McKeown, Navantis Inc.	Paid Search: Advanced Testing & Reporting Moderator: Matt Van Wagner, Find Me Faster Q&A Moderator: Cameron Cowan, Adobe Speakers: Jeff Ferguson, Fang Digital Marketing Brad Geddes, Certified Knowledge

Thursday • April 26, 2012 (cont)

	Social & Vertical Search Track <i>Room: 717</i>	SMX Advanced Track <i>Room: 716</i>
Noon-1:15pm	Lunch	
1:15pm-2:30pm	<p style="text-align: center;">Justifying The Investment: Analytics For Social Media</p> <p>Moderator: Chris Sherman, Search Engine Land Q&A Moderator: Lyndsay Walker, TD Bank Group Speakers: Molly Gallatin, Compass Labs Alan K'necht, Digital Always Peter VanRysdam, 352 Media Group</p>	<p style="text-align: center;">Remarketing & Retargeting: The New Behavioral Ads</p> <p>Moderator: Brad Geddes, Certified Knowledge Q&A Moderator: Brad Geddes, Certified Knowledge Speakers: Mike Benedek, Datonics, Cady Condyles, Search Mojo Kevin Lee, Didit Chris Sukornyk, Chango</p>
2:30pm-3:00pm	Coffee Break	
3:00pm-4:15pm	<p style="text-align: center;">How To Play In The Exploding Mobile Ads Universe</p> <p>Moderator: Chris Sherman, Search Engine Land Q&A Moderator: Chris Sherman, Search Engine Land Speakers: John Busby, Marchex Institute Tyler Calder, Search Engine People Inc. Cindy Krum, MobileMoxie</p>	<p style="text-align: center;">Schema.org, Rel=Author & Meta Tagging Best Practices</p> <p>Moderator: Rae Hoffman-Dolan, Sugarrae SEO Firm Q&A Moderator: Ric Dragon, DragonSearch Speakers: Aaron Bradley, InfoMine, Inc. Brent Chaters, SapientNitro Jeremy Lubin, Google</p>
4:15pm-4:30pm	Break	
4:30pm-5:30pm	<p style="text-align: center;">YouTube Success Stories For Marketers</p> <p>Moderator: Jim Hedger, Digital Always Media Q&A Moderator: Dave McAnally, Resolution Media Speakers: Arnie Kuenn, Vertical Measures, Manny Rivas, aimClear Mark Robertson, ReelSEO</p>	<p style="text-align: center;">Mega Session: SEM Vets Take All Comers</p> <p>Moderator: Chris Sherman, Search Engine Land Q&A Moderator: Cameron Cowan, Adobe Speakers: Rae Hoffman-Dolan, Sugarrae SEO Firm, Gord Hotchkiss, Mediative, Jeff Quipp, Search Engine People Inc. Brad Geddes, Certified Knowledge Alan K'necht, K'nechtology Inc.</p>

Friday • April 27, 2012

Post-Conference Workshop • 9:00am-5:00pm

Advanced AdWords Training
Brad Geddes, Certified Knowledge
Room: 709

Friday, April 27, 2012

Advanced AdWords Training



Instructor: Brad Geddes, Founder of Certified Knowledge

Room: 709

Brad Geddes is the Founder of Certified Knowledge, a company dedicated to consulting, educating, and training marketers on Internet marketing theory and best practices. Not one to hold secrets, Brad is a prominent educator in the PPC industry.

- Google Certified AdWords Trainer
- Author of "Advanced Google AdWords"
- Host of Marketing Nirvana on Webmaster Radio
- International Speaker at more than 35 conferences
- Trained more than 10,000 businesses on AdWords
- Columnist for Search Engine Land since 2007
- Active PPC blogger since 2001

Even with all of the new marketing channels that have opened up over the years, AdWords is still the core of many companies interactive campaigns. If your PPC campaigns are not running efficiently, it can have a drastic impact on your bottom line.

Join Brad Geddes for a full day of AdWords education and discussion that will teach you not only the best practices, but also advanced concepts and strategies that are based upon a decade of research and testing.

Workshop Schedule: 9am to 5pm

Venue: Metro Toronto Convention Centre, 222 Bremner Boulevard, Toronto, Ontario M5V 2W6

Room: 709

Single Day Price: Regular Price \$1,095 (see the register page for discounts)

What Will I Learn?

Comprehensive Keyword Research:

The absolute center of every PPC campaign is keywords. Learn the effective methods to discover and research keywords. While keywords are the lifeblood of PPC, perfecting your match types usage while controlling your negative keywords can drastically increase your overall revenue.

Writing Compelling Ad Copy:

You will learn how to sync your ad copy with both your keywords and buying cycle stages. Testing ad copy is essential to any AdWords account's success. You will takeaway several ideas for ads to test by the time you leave the session.

Demystifying Quality Score:

Quality Score has a larger effect on your account's visibility than any other setting inside of AdWords. Quality Score can be a challenge to increase. Receive step-by-step instructions in how to prioritize Quality Score improvement, and what actions to take to increase your Quality Scores.

Increase your Reach Through the Google Display Network:

Consumers spend about 5% of their time with the search network. The rest of their time is spent on content sites. Learn how to effectively reach users beyond search with contextual ads, placements, and enhanced campaigns.

Control Your Ad Display with Location Targeting:

Do you think that geographic targeting isn't relevant to a national business? Think again! Whether you are a brick and mortar local business, or a global e-commerce site, learn how geographically targeted campaigns can create additional connections with searchers.

Increase Your Landing Page Conversions:

The first impression to a potential customer is the landing page. With only a few seconds to engage the buyer this may be more important in your conversion funnel than anything else. This section of the course will not only go into best practices and usability, but how to test landing pages in a simple and effective method.

Outstanding Value – Register Now! www.searchmarketingexpo.ca/toronto2012/register

7:30am-9:00am • **Breakfast & Registration**

9:00am-9:45am • **Keynote Address • Room: 717**
Changing Course and Avoiding the 7th Iceberg

Everyone's heard the story of the Titanic. But did you know the iceberg it hit was actually the seventh iceberg it had been warned about? Digital marketing expert Gord Hotchkiss has worked with many large organizations and in today's turbulent digital seas of change, sees more than a few parallels with the story of the Titanic. Learn why change is so difficult for established organizations and why change management is the new opportunity for digital agencies.

Moderator: Gord Hotchkiss, SVP, Mediative

9:45am-10:30am
Expo Hall & Refreshments

10:30am-11:45am • **SEO Track • Room: 717**

Sponsored by: 

The Big Google Kitchen Sink Panel

Google has gone through more changes in the past year than in any other time in its existence. How can a search marketer keep up with daily algorithm changes, let alone tectonic shifts in rankings caused by massive updates like Panda? And what about the effects of the social graph, making results ever more personalized and unique for different users? Attend this session and you'll learn to adapt and thrive in the constantly changing search engine optimization (SEO) universe.

Moderator: Gord Hotchkiss, SVP, Mediative

Q&A Moderator: Patrick McKeown, Search and Social Strategist, Navantis, Inc. (@pjmckeown)

Speakers:

- Aaron Bradley, Internet Marketer, InfoMine, Inc.
- Ken Dobell, President, Digital, DAC Group (@dac_group)
- Duran Inci, Co-Founder and COO, Optimum7
- Ryan Jones, Manager of search strategy and analytics, Sapientnitro

10:30am-11:45am • **Paid Search Track • Room: 716**
Best Practices With adCenter For Bing & Yahoo

Now that Yahoo and Bing have a combined estimated 30% market share, you know you can't ignore this appealingly large source of traffic – but you've also heard that you can't just clone your AdWords campaign and expect to get good results. What are the key differences between AdWords and adCenter? What adCenter features are unique and powerful? What kinds of features should you be taking advantage of to maximize your ad campaigns on Bing and Yahoo? Come to this session to find out.

Moderator: Matt Van Wagner, President, Find Me Faster (@mvanwagner)

Q&A Moderator: Lyndsay Walker, SEO Analyst, Online Channel, TD Bank Group (@lyndseo)

Speakers:

- Kunal Das, Search Evangelist, Microsoft (@kunal29)
- Marc Poirier, Co-Founder and CMO, Acquisio
- Matt Van Wagner, President, Find Me Faster (@mvanwagner)

11:45am-12:40pm • **Lunch**

12:40pm-1:00pm
Platinum Sponsor Presentation • Room: 717

Good Things Come In Threes



Ken Dobell, DAC Group

DAC Group is focused on ensuring High Efficiency, Powerful Performance and Ongoing Accountability in your digital programs. We help you Appear, Appear Relevant and Be Relevant on a grand scale – from high upstream to next-to-purchase – putting the triple threat of High Quality Scores, Extraordinary Conversion Ratios and Over-Delivery in Organic to work for your business.

Heavy Lifting and Micro-Management, powered by proprietary Industry-Leading Technology: PAGEtorrent™ provides the rocket fuel, DiMITRI™ harmonizes the data, and our streamlined PerformINDEX™ provides the ultimate measure of your program health, on demand.

Your performance starts in three, two, one...

DAC Group. Expertise You Can Count On, Results You Can Measure.

1:00pm-2:15pm • **SEO Track • Room: 717**

Sponsored by: 

Keyword Research In A [Not Provided] World

All serious SEOs know that with everyone using the same keyword research tools, gaining an edge can be tough. And with Google no longer passing the most frequent search terms visitors used to get to your site, how can you know what's working in your SEO efforts? There are a range of other options out there you can – and should – consider. This session looks at some and how to use them to perform better research.

Moderator: Alan K'necht, President/Founder, K'nechtology Inc.

Q&A Moderator: Ric Dragon, CEO, DragonSearch

Speakers:

- Christina Keffer, Head of SEO, LunaMetrics
- Clay Stokes, Director of SEO, SEO.com

1:00pm-2:15pm • **Paid Search Track • Room: 716**
Essential Paid Search Power Tools

Building great PPC campaigns takes a lot of time, creativity and tools. In this session, we'll look at free, nearly free and homegrown tools used by expert PPC managers, and examine 15-20 simple tools that solve a particular task and can save hours/days. We'll also review some fairly unknown tools which help you every step through creating/managing PPC campaigns – from discovering and selecting keywords, building word lists, analyzing competitors, creating and managing both text and display ads, charting, bidding, ad testing and reporting.

Moderator: Matt Van Wagner, President, Find Me Faster (@mvanwagner)

Q&A Moderator: Cameron Cowan, Product Manager, Adobe (@SEMcameron)

Speakers:

Kerstin Baker-Ash, Head of Search, ZenithOptimedia

Suren Ter-Saakov, COO, SEMrush (@tersuren)

David Weber, Paid Search Manager, Page Zero Media

2:15pm-2:45pm • **Coffee Break**

2:45pm-4:00pm • **SEO Track • Room: 717**

Sponsored by: 

Link Building: Why You're Doing It Wrong

Face it: even though link building is one of the most important things you can do to achieve search engine visibility, it's also one of the most mind-numbingly boring SEO tasks. And the truth is, most link building "best practices" are either wrong or don't work anymore. In this session, our panelists skewer some link building sacred truths and share techniques that actually work, rewarding you with more than a pounding headache.

Moderator: Chris Sherman, Executive Editor, Search Engine Land (@CJSherman)

Q&A Moderator: Chris Sherman, Executive Editor, Search Engine Land (@CJSherman)

Speakers:

Chris Bennett, Founder/CEO, 97th Floor (@chrisbennett)

Erin Everhart, Director – Web & Social Media Marketing, 352 Media Group (@erinever)

Rae Hoffman-Dolan, CEO, Sugarrae SEO Firm (@sugarrae)

Dave McAnally, Senior Associate Director, Resolution Media

2:45pm-4:00pm • **Paid Search Track • Room: 716**

Search Ads: Taking Your Ads From Good To Great!

The difference between a good ad and a great ad is like the difference between a pair of jacks and a royal flush. The great ad wins every time! In this highly-interactive session, you will learn the best practices for creating great search ads and sharpen your copywriting skills. Our presenters will show you their favorite tips and tricks, and cover all the new text ad formats and extensions. You are guaranteed to take home dozens of powerful ideas guaranteed to improve your ad performance and conversion rates!

Moderator: Bill Barnes, Vice President, Mediative

Q&A Moderator: Lyndsay Walker, SEO Analyst, Online Channel, TD Bank Group

Speakers:

Bill Barnes, Vice President, Mediative

Tyler Calder, Director, Paid Search Department, Search Engine People Inc.

Matt Van Wagner, President, Find Me Faster (@mvanwagner)

4:00pm-4:15pm • **Break**

4:15pm-5:30pm • **SEO Track • Room: 717**

Sponsored by: 

Beyond Rankings: Actionable SEO Reports Your Boss Will Love

Still doing search ranking reports for your boss or clients, even though you personally think they're useless? Or maybe you're not doing them, but you're still looking for new ways to show that your SEO campaigns are working. In this session, learn new ways to mine and combine data to create reports that focus on what really matters most to your boss or clients, and provide a path for future SEO work.

Moderator: Andrea Hadley

Q&A Moderator: Patrick McKeown, Search and Social Strategist, Navantis, Inc. (@pjmckeown)

Speakers:

Dan Boberg, CEO, SyCara

Brent Chaters, Sr. Manager Strategy and Analysis, SapientNitro

Brian Harnish, Internet Marketing Specialist, Bisnar|Chase Law Firm

Ian Lurie, CEO, Portent, Inc.

4:15pm-5:30pm • **Paid Search Track • Room: 716**

Quality Score: The Unwritten Manual For Google AdWords & Bing adCenter

Google and Microsoft place enormous emphasis on Quality Score, a formula that determines both the display position and ultimate cost of ads. Much has been written about Quality Score, but this session goes beyond common lore, and does more than simply list similarities and differences between Google and Microsoft's formulas for calculating quality, providing important insights that all advanced advertisers need to succeed.

Moderator: Matt Van Wagner, President, Find Me Faster (@mvanwagner)

Q&A Moderator: Matt Van Wagner, President, Find Me Faster

Speakers:

Brad Geddes, Founder, Certified Knowledge (@CK_org)

Joseph Kerschbaum, Vice President of Client Services, Clix Marketing (@joekerschbaum)

Frederick Vallaey, President, Top Tier Inc.

5:30pm-7:00pm • **Reception**

8:00pm-11:00pm



Location: Rockwood, 31 Mercer Street, Toronto

7:30am-9:00am • **Breakfast & Registration**

9:00am-10:15am • **Social & Vertical Search Track**

Room: 717

Beyond Search: Leveraging Ads On Facebook, Twitter & LinkedIn

Not advertising on Facebook? You're missing out on potential traffic from the second largest internet website, with more than 800 million active users. And if you're familiar with Google AdWords or Microsoft's adCenter you'll love Facebook's self-serve image and text-based ads that let you advertise your own web page or even your own Facebook page or event. Twitter and LinkedIn offer similar programs. You really should make time to friend these programs at SMX.

Moderator: Alan K'necht, President/Founder, K'nechtology Inc.

Q&A Moderator: Patrick McKeown, Search and Social Strategist, Navantis, Inc. (@pjmckeown)

Speakers:

Hussein Fazal, CEO, AdParlor

Sarah Lokitis, Social Media Specialist, Search Mojo

Manny Rivas, Online Marketing Account Manager, aimClear (@mannyrivas)

9:00am-10:15am • **SMX Advanced Track** • **Room: 716** Overlooked, Underloved & Unknown Analytics

All analytics packages come with dozens, if not hundreds of reports that slice, dice and segment countless variables, all purporting to offer comprehensive metrics about the performance of your search marketing campaign. While many of these reports are great, you can often get much deeper insights – and “ah-ha” takeaways – from lesser known or even undocumented reporting options. Speakers in this session show you how to tap into these undiscovered gems.

Moderator: Andrea Hadley,

Q&A Moderator: Lyndsay Walker, SEO Analyst, Online Channel, TD Bank Group (@lyndseo)

Speakers:

Cameron Cowan, Product Manager, Adobe (@SEMcameron)

Helen Overland, Vice President, Search Engine People

Manish Patel, CEO, Where 2 Get It, Inc. (@Where2GetIt)

10:15am-10:45am • **Coffee Break**

10:45am-Noon • **Social & Vertical Search Track**

Room: 717

Building Buzz On Twitter: Getting Followed & Retweeted

Twitter isn't just for fun. It's big business, being used to drive traffic and generate buzz and conversions for companies. Aside from driving direct traffic, tweets can also be links that search engines measure for ranking purposes. Tweets also are social signals that may be taken into account for rankings. In this session, tips on how to become an authority and how to get others to retweet what you put out.

Moderator: Jim Hedger, Partner, Digital Always Media

Q&A Moderator: Jim Hedger, Partner, Digital Always Media

Speakers:

Ric Dragon, CEO, DragonSearch

Aaron Friedman, Content Strategist, Resolution Media (@aaronfriedman)

Patrick McKeown, Search and Social Strategist, Navantis, Inc. (@pjmckeown)

10:45am-Noon • **SMX Advanced Track** • **Room: 716** Paid Search: Advanced Testing & Reporting

This session centers around the actual process of designing, implementing and measuring the results of paid search tests. Key topics will include what can and cannot be tested, how to design robust tests and identify all the biases and underlying problems of testing PPC campaigns. Our panelists will talk about process and illustrate with case studies how to design a test for most effective bid levels, messaging, landing pages and other higher-level business questions that you must have answers for to successfully implement paid search.

Moderator: Matt Van Wagner, President, Find Me Faster (@mvanwagner)

Q&A Moderator: Cameron Cowan, Product Manager, Adobe (@SEMcameron)

Speakers:

Jeff Ferguson, CEO/Lead Consultant, Fang Digital Marketing (@fangdigital)

Brad Geddes, Founder, Certified Knowledge (@CK_org)

Noon-1:15pm • **Lunch**

1:15pm-2:30pm • **Social & Vertical Search Track** **Room: 717**

Justifying The Investment: Analytics For Social Media

It won't be long before management and clients are questioning the value of your social media investment...if they're not already. So how do you demonstrate the ROI of Facebook, Twitter, Google+ and other social media marketing opportunities? This session takes a deep dive on emerging social media analytics methods, how to establish and document social media key performance indicators (KPIs), and measure conversions even when engagements don't result in transactions. We'll also suggest the tools you can use to measure ROI on your social media marketing activities.

Moderator: Chris Sherman, Executive Editor, Search Engine Land (@CJSherman)

Q&A Moderator: Lyndsay Walker, SEO Analyst, Online Channel, TD Bank Group (@lyndseo)

Speakers:

Molly Gallatin, VP Marketing, Compass Labs

Alan K'necht, Partner, Digital Always

Peter VanRysdam, CMO, 352 Media Group (@Peter352)

1:15pm-2:30pm • **SMX Advanced Track** • **Room: 716**
Remarketing & Retargeting: The New Behavioral Ads

Some call it retargeting; others call it remarketing, but if you aren't doing it you're squandering both money and opportunity to build stronger relationships with your customers. Retargeting involves understanding user intent via search, and then subsequently advertising to each individual with a combination of search, display or other online ads beyond search, reinforcing your messaging and increasing the likelihood of conversion. Sounds complicated, but recent developments have made it relatively easy to launch and run remarketing campaigns. Our panelists show you how.

Moderator: Brad Geddes, Founder, Certified Knowledge (@CK_org)

Q&A Moderator: Brad Geddes, Founder, Certified Knowledge (@CK_org)

Speakers:

Mike Benedek, CEO, Datonics

Cady Condyles, Director of Marketing, Search Mojo

Kevin Lee, CEO, Didit (@kevin_lee_QED)

Chris Sukornyk, CEO, Changoo

2:30pm-3:00pm • **Coffee Break**

3:00pm-4:15pm • **Social & Vertical Search Track**

Room: 717

How To Play In The Exploding Mobile Ads Universe

eMarketer predicts that mobile ad spend will surpass \$17 billion in 2012. Haven't done mobile search ads yet? Stop missing out! This session looks at mobile paid search opportunities and how search marketers can get ahead of this tsunami of opportunity.

Moderator: Chris Sherman, Executive Editor, Search Engine Land (@CJSherman)

Q&A Moderator: Chris Sherman, Executive Editor, Search Engine Land (@CJSherman)

Speakers:

John Busby, VP, Marchex Institute, marchex (@JohnMBusby)

Tyler Calder, Director, Paid Search Department, Search Engine People Inc.

Cindy Krum, CEO, MobileMoxie (@suzzicks)

3:00pm-4:15pm • **SMX Advanced Track** • **Room: 716**

Schema.org, Rel=Author & Meta Tagging Best Practices

The search engines have been kind to SEOs recently, adding a number of new tools that when used properly promise to improve visibility and rankings for certain types of content. Schema.org, a joint alliance between Google, Microsoft, and Yahoo provides a common foundation of support for a set of microdata types. Google's rel=author tag enables content sites to help identify their authors on the site and across the web.

And other meta tags have either gained prominence or become less important. Come find out how to take full advantage of all of these new goodies.

Moderator: Rae Hoffman-Dolan, CEO, Sugarrae SEO Firm (@sugarrae)

Q&A Moderator: Ric Dragon, CEO, DragonSearch

Speakers:

Aaron Bradley, Internet Marketer, InfoMine, Inc.

Brent Chaters, Sr. Manager Strategy and Analysis, SapientNitro

Jeremy Lubin, Consumer Experience Specialist, Google

4:15pm-4:30pm • **Break**

4:30pm-5:30pm • **Social & Vertical Search Track**

Room: 717

YouTube Success Stories For Marketers

YouTube is the second largest search engine on the web after Google, so you definitely need to have search-optimized videos. But there are many other opportunities available to marketers who want to reach customers via online video. This session offers case studies, tips and tactics for easy ways leverage your online video assets.

Moderator: Jim Hedger, Partner, Digital Always Media

Q&A Moderator: Dave McAnally, Associate Director of Content Solutions, Resolution Media (@DMcAnally@resolutionmedia.com)

Speakers:

Arnie Kuenn, President, Vertical Measures (@ArnieK)

Manny Rivas, Online Marketing Account Manager, aimClear (@mannyrivas)

Mark Robertson, Founder, ReelSEO

4:30pm-5:30pm • **SMX Advanced Track** • **Room: 716**

Mega Session: SEM Vets Take All Comers

This PowerPoint-free panel is made up of veteran search marketing experts taking questions on any and all online marketing issues. Put your biggest challenges to them and come away with solutions.

Moderator: Chris Sherman, Executive Editor, Search Engine Land (@CJSherman)

Q&A Moderator: Cameron Cowan, Product Manager, Adobe (@SEMCameron)

Speakers:

Rae Hoffman-Dolan, CEO, Sugarrae SEO Firm (@sugarrae)

Gord Hotchkiss, SVP, Mediative

Jeff Quipp, President, Search Engine People Inc.

Brad Geddes, Founder, Certified Knowledge (@CK_org)

Alan K'necht, President/Founder, K'nechtology Inc.



Gord Hotchkiss, SVP, Mediative

In understanding search and online user behavior, no one is a more respected voice than Gord Hotchkiss. He and the research team at Enquiro have built a solid reputation as the leading experts in understanding not only what happens on a search portal, but also why. Gord's voracious personal curiosity extends into areas as diverse as neurology, psychology, genetics, sociology and anthropology, always with the goal of understanding why we do the things we do and what that means for marketing strategy.

In addition to being the CEO and co-founder of Enquiro (which was acquired on October 26, 2010 and is now part of a new company called Mediative), Gord is a past director and Chairman of SEMPO (The Search Marketing Professionals Organization), a columnist for MediaPost and Search Engine Land, a regular presenter at all the industry shows and a popular keynote speaker. He also is the author of The BuyerSphere Project: How Business buys from Business in a Digital Marketplace.



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- Martin Koel, InternetMarketingMan.nl



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DAY	ROOM	SESSION
Wed/Thu	717	Keynote & Track 1
Wed/Thu	716	Track 2
Fri	709	Advanced AdWords Training

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Booth 130



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QuestBack

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Booth 213



QuestBack provides software for enterprise feedback management, customer experience management and social CRM, and is cognised as a world leading vendor in their industry. QuestBack enables organisations to gain insights from customer and employee experiences, through leading feedback and dialogue solutions.

QuestBack was founded in 2000 and has been on a double-digit growth path ever since. The Company is headquartered in Oslo, Norway, with subsidiaries in 7 countries and offices in a total of 17 countries, and serves over 5,000 customers across all sectors and industries, including Volvo, Ernst & Young, Coca-Cola, Microsoft, Bosch and General Mills.

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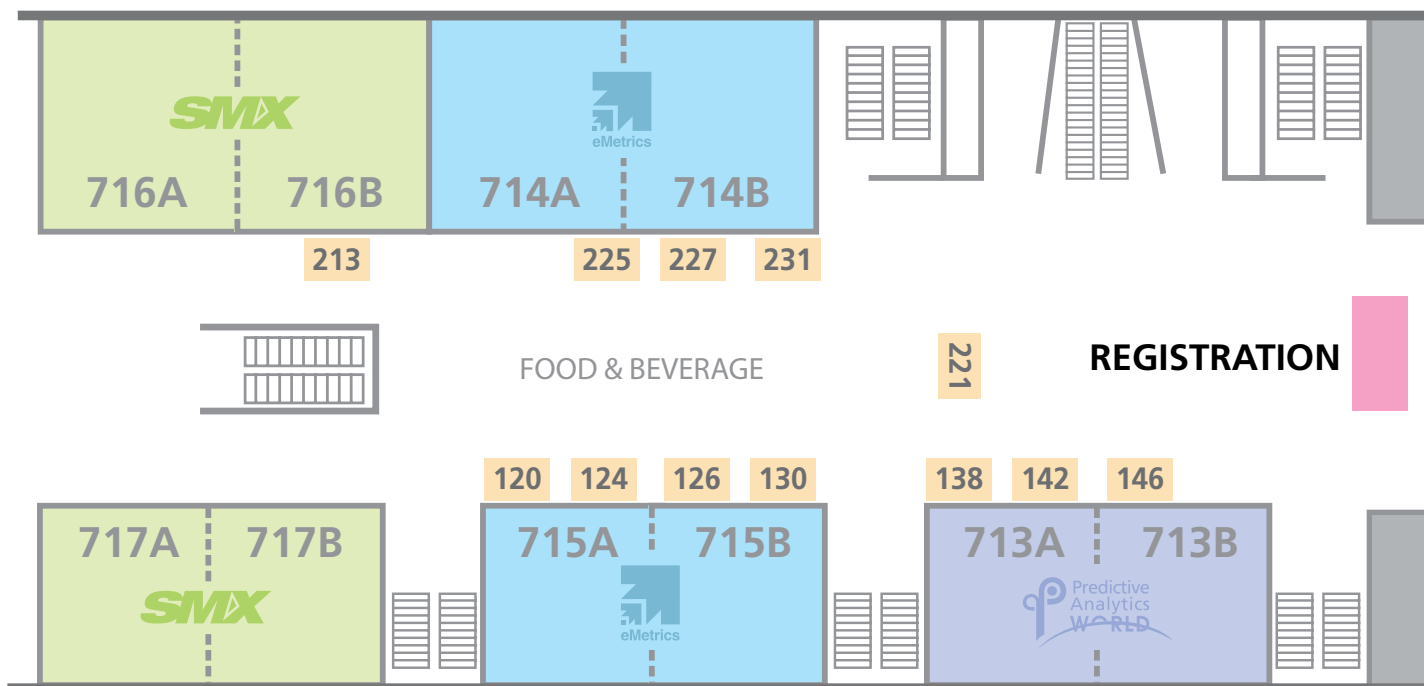
Backbone Magazine

www.backbonemag.com



Backbone magazine is a broad-based business magazine that focuses on technology for business executives who need to stay up to date on important trends in technology. It provides a tangible tool to enhance productivity and agility in Canada's changing economy. It is the only magazine in Canada that has this focus and reaches this large senior business executive audience.

Backbone has a proven track record with its 300,000 plus readers and is supported by some of the largest technology companies in the world. It survived the technology challenges in 2001- 2003 and is now in its 8th year of publishing.



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