

**You're Invited**

## Milestone's Digital Marketing User Conference

July 22-23, 2013



### Driving profit and revenue through search and social

Digital marketing continues to evolve with Google Penguin updates a few weeks ago, changes in local search engine marketing strategy, and the changes in the social media world. The conference offers a unique opportunity to learn some of the latest strategies for maximizing revenue from digital marketing in a hands-on, consultative environment.



#### Why Attend:

- Get complete update on the latest and greatest technology changes on search engines and social media channels and how hotels need to alter their strategies to maximize the gain in the new "digital marketing" world.
- Walk away with a digital marketing plan template
- General Manager's eCommerce checklist
- Interact with some of the best minds in hospitality industry digital marketing
- Hands-on training sessions
- Use the strategies learned to generate additional revenue for your properties!



#### Topics Covered:

- Recent technology trends in search engine and social media marketing including the latest ranking factors
- Creating your digital marketing plan - checklist and roadmap template
- 10 steps to creating high performing websites
- Search Engine Optimization (SEO) strategies and content marketing
- Local search marketing
- Proven PPC strategies, tactics, and tips for highest ROI
- Improving mobile presence and conversion
- Top social media marketing tactics for hotels
- 5 crucial steps hoteliers must follow to leverage the hotel brand
- eCommerce manager's checklist and online tools



**Where:**

Hyatt Regency Santa Clara  
5101 Great America Parkway  
Santa Clara, California 95054

**When:** July 22 - 23, 2013

**Price:** ~~\$395~~ \$295 for the first badge; ~~\$350~~ \$250 per additional badge

To register online, go to: <http://www.milestoneinternet.com/2013-user-conference.aspx>

# Conference Agenda

Date & Time	Topic
<b>DAY 1 - Monday - July 22</b>	
6:00 PM	<b>Attendee Registration</b>
6:00 PM	<b>Welcoming (Cocktail) Reception</b>
<b>DAY 2 - Tuesday - July 23</b>	
7:30 AM	<b>Continental Breakfast</b>
8:30 AM	<b>Opening Session – 2013 Highlights, Trends, Ranking Factors</b>
8:45 AM	<b>Creating Your Digital Marketing Plan</b> Competitive Analysis, Property Analysis, Website Development, Internet Marketing, Social Media
9:15 AM	<b>Website Design</b> 10 steps to creating high performing websites
10:00 AM	<b>Search Engine Optimization and Content Marketing</b> 1) Deploying A+ promotion strategies 2) Content marketing
10:45 AM	<b>Break</b>
11:00 AM	<b>Local Search - Why, What, How?</b> 1) Google+ Local – top ranking factors 2) Yahoo Local 3) Bing Local 4) Local citations
11:30 AM	<b>Pay-Per-Click Advertising</b> Proven strategies, tactics, and tips for highest ROI
12:15 PM	<b>Lunch</b>
1:30 PM	<b>Mobile Strategy</b> 1) Improving mobile presence and conversion 2) Responsive sites - when is it good for your business
2:00 PM	<b>Social Media Marketing</b> 1) Top social tactics for hoteliers 2) Online reputation management 3) Case studies
3:00 PM	<b>Brand.com - Leveraging Your Brand</b> 1) URL Strategy 2) content and image strategies 3) SEO, Social Media, PPC marketing 4) ROI tracking 5) New hotel, changing brands? 5 crucial steps hoteliers must follow
3:30 PM	<b>Break</b>
3:45 PM	<b>Website Analytics</b> 1) ROI tracking 2) Measuring results
4:15 PM	<b>Client Services</b> 1) eCommerce Marketing Checklist 2) Strategies implemented
4:45 PM	<b>Closing and Take-Aways</b>
6:00 PM	<b>Cocktail Reception and Dinner</b>

# 2013 Digital Marketing User Conference Registration Form

To register online, go to: <http://www.milestoneinternet.com/2013-user-conference.aspx>

**Registration fees:** ~~\$395~~ \$295 for first badge; ~~\$350~~ \$250 per additional badge

All registrations must be submitted no later than July 11, 2013 or additional processing fee of \$25 will apply.

\*Registration form and credit card payments may be faxed or emailed to Milestone Internet Marketing at: 800.210.8609 / [orders@milestoneinternet.com](mailto:orders@milestoneinternet.com)

## Company Info and First Conference Badge:

Company: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Email: \_\_\_\_\_

## Additional Badges:

Attendee Name: \_\_\_\_\_ Email: \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Email: \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Email: \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Email: \_\_\_\_\_

## Billing Information:

☐ AMEX

☐ Discover

☐ Master Card

☐ Visa

Card #: \_\_\_\_\_ Security Code: \_\_\_\_\_ Exp: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Address on Card: \_\_\_\_\_

## Terms and conditions:

- Places are transferable without any charge. Milestone must be informed in writing no later than 48 hrs prior to the event date.
- If you cancel your registration on or after July 11, we will be obliged to charge you the full fee.
- Please note - you must notify Milestone in writing of a cancellation, or we will be obliged to charge you the full fee.
- The organizers reserve the right to make changes to the program without notice.