9:00 AM – 10:00 AM  WELCOME + OPENING KEYNOTE

Be Mighty

John Fimiani will share what it takes to be a Mighty Marketer in a post-digital world. His high energy keynote will explore how people decide and transact, taking into account the affect consumer behavior has on the continuously evolving way we market. He will also share the importance of organizational alignment in order to deliver on strategy. Most importantly, he will share tales of how everything comes together for the true Duck Dynasty.

10:05 AM – 11:00 AM  KEYNOTE

The 1% Content Strategy: Combining the Top SEO and Lead Gen Tactics to Statistically Beat 99% of Content Programs

From the first keyphrase to the final conversion, this session connects every dot. Your content and website are a bridge between a Google search results page and your website’s thank you page. Andy will walk through each step in the process for driving B2B leads with content marketing, from first action to final outcome.

- Who are we talking to? Why do they care?
- What are we ranking for? What are the two types of keyphrases?
- How does PR and research build links, authority and ranking potential?
- What do we publish? And how will it be promoted?
- What topics, formats and collaborators support lead generation?
1. **Building a Unified Marketing Technology Strategy Across Your Organization**

Developing strong internal capabilities with marketing technology is critical for running successful digital marketing programs and boosting user experience. However, many organizations have not put teams in place to manage and optimize their marketing technology stack or even know where to begin.

In this session, you’ll learn ...

- How marketing technology is evolving and why it’s important to define your martech stack
- The importance of having a unified strategy across your organization
- How to get buy-in from leadership to develop a team
- What tools should be considered when defining your martech stack
- What a job description should look like and what skill sets your team needs
- How to manage marketing technology on a small team

2. **Analytics: End the Data Death March**

Marketers spent almost $5 billion last year on tools to help them manage their marketing data — yet most organizations are still struggling to turn data into real insight. Successful analytics and reporting require investing in the right mix of technology and people.

In this session, you’ll ...

- Learn how to correctly identify your team’s current needs and objectives, using the “4 Levels of Marketing Analytics Performance”
- Understand the essential roles needed in a healthy analytics practice
- Determine how to choose the right tools for data management and dashboards
- Discover what you need to do to advance to the next level of performance

3. **Growth by Content: Driving Massive Traffic Without a Big Budget**

It’s a lot easier to scale traffic when you have a big budget at your disposal and existing brand recognition to piggyback off of. But what happens when you’re either starting from scratch or don’t have massive amounts of investment money to rely on? In this session, Nadya shares the story of how Venngage went from 0 to 300k monthly blog visits, as well as all the wins and losses the company faced along the way.

You’ll learn how to ...

- Build a high-impact strategy that requires little to no ad budget
- Create a range of content types that will contribute to improving a variety of acquisition performance metrics all at once
- Start thinking about hitting multiple acquisition goals without putting in as much work
- Measure for content engagement—and why it’s crucial to scaling your traffic
Creating a Culture of Customer Empathy to Inform Strategy

In the busy world of marketing, the ebb and flow of driving bottom line results can often look like low regard for long-term customer loyalty or impact. But we know better. We know that customers and their references ultimately drive results, so a focus on “the customer experience” is critical. A practice that once was left to designers, Customer Experience Research (CXR) is used to uncover deep insights and inspires innovation roadmaps and design. This type of research is generative in nature and can provide a strong foundation for strategic marketing efforts, but it takes time. It is isn’t one size fits all and it doesn’t happen overnight. So, how can you and your marketing teams help to propel your company to the next level of customer experience strategy? What support do you need to effectively contribute to a culture of customer empathy and still drive results?

In this session we will discuss the importance of ...

- Making decisions based on the “why” not the “what”
- Telling and selling the customer story to executives
- Making the most of your research dollars (proactive planning, leverage what you already know, and avoiding duplicate efforts!)

Product and Market Positioning: Using Context to Stand Out in Noisy Markets

Vicious competition, saturated media, overwhelmed customers — have you ever felt that winning in your market is like swimming against a very strong current? It doesn't have to be this way. In this talk April will teach you how to turn market headwinds into a tailwind that will blow the doors off your marketing efforts. She will show you how to set your offering in a context that takes advantage of market momentum and helps you avoid unfavorable market drag.

Audience Research: How to Build Data-Driven Personas You’ll Actually Use

Persona-driven strategy is effective, but can you confidently say you’re building personas that have life beyond your strategy? In this session, Mary will share the best places to mine meaningful data and show real examples of how personas improve the content development process. You'll leave equipped with everything you need to know to build personas you’ll be confident in, not to mention actually be able to use.

The Future of Voice and Its Impact on Content

From smart phones to home assistants, voice as a platform is permeating our daily lives. How are brands using voice? What is the real value of voice content and interactions? How do I harness voice to build my brand and business? We will cover these questions as we examine examples of the companies forging the way and look to the future of customer and employee engagement.
It’s Time to Think Differently About Mobile

Gone are the days of developing native mobile apps that yield high adoption and engagement. Today’s consumers are no longer compelled to “download, update, and repeat”. So, where do you go from here? Big brands like Google, Apple, and Microsoft are catching onto this shift, and are adopting newer, faster, web-based mobile experiences called Progressive Web Apps (PWAs). It’s time for brands to take advantage of this shift and completely rethink their approach to mobile. (Spoiler alert: It’s not by building another native mobile app.)

After this session, you’ll be able to…

- Understand the major shifts happening in mobile tech, why they’re occurring, and how the biggest players are paving the way
- Explain how these shifts will change how brands interact with consumers
- Outline how your brand should rethink its mobile strategy
- Develop a plan to bring true personalization to your strategy

Who’s on First

The walls are coming down, and divisions between operations, sales, marketing and engineering are shrinking as teams become more integrated across organizations. Businesses that have prioritized the customer experience and assigned a player on first base are setting themselves up for success. Find out must-dos, should-dos and don’t-dos to keep you on the right track.

2:20 PM – 3:10PM  KEYNOTE

Five Hot Digital Marketing Trends and How They Impact You

Digital marketing is evolving rapidly. From developing optimized email marketing campaigns with new tools and templates to using customers’ data and artificial intelligence to predict their next transactions, marketers are overwhelmed with the technologies they need in order to do their jobs successfully. In this session, Pam will identify key actionable tasks and creative ideas to help you maximize your marketing budget.

In this session, you will …

- Learn how future technology trends impact the marketing landscape
- Connect the dots between the trends and your job
- Identify key actions and ideas to drive the discussion with your teams

3:35 PM – 4:25 PM  CLOSING KEYNOTE

How to Be Remarkable: The Unusual Yet Proven Path to Marketing Success

Why is it that we feel pressured to keep churning out more and more content in the hope of staying at the forefront of our “customer’s” minds? Are we overwhelmed with content? Is this level of publishing really good for our bottom line?

Andrew and Pete will dig deep into what great marketers are doing to be successful and challenge the ‘norm’ on marketing standards. They will show you how you can improve your social media marketing results 10x over just by following one fast and simple rule.

* Agenda subject to change.
Upward is a fully integrated interactive marketing agency group that helps brands thrive in traditional and digital environments. With offices in Cincinnati, Cleveland, Columbus, Dayton, and Springfield, Ohio, as well as an international office in Romania, our team includes strategists, designers and specialists. Upward services include brand strategy + research, interactive, search marketing and integrated brand communications.

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CEI offers premium face-to-face marketing services to B2B marketing professionals across multiple industries. From events and trade shows to permanent installations, we continuously challenge ourselves in pushing the boundaries of creative design. Through in-house capabilities, we believe that cohesive physical and digital experiences deliver real-world results that align with customer's goals.

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We have over a decade of experience implementing and supporting Sitecore websites and digital marketing solutions. We follow best practices and we always aim to please. No offshore/nearshore outsourcing. We're all located in Austin, TX. We care, we're fair, we're altruistic, flexible, and dependable.

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