

Please note this breakfast session will last until approximately 10am

# Digital Marketing Power Session

September 20, 2017 | 8 a.m. | Greate Bay Country Club



As customers continue to move toward digital, marketers must adapt their strategies for success in today's business world. Join Suasion Communications Group's Susan Adelizzi-Schmidt for a power session exploring the latest digital marketing trends that provide a competitive edge, including: Social Media, Google AdWords, Behavioral Targeting, Website Retargeting, Geofencing and more. This session presents the tools and guidance for creating a powerful digital marketing presence.

Free for SPBA Members and all guests

## Attendees will learn:

- Trends in Digital Media Marketing: Behavioral Targeting, Website Retargeting & GeoFencing
- Understanding the value of a solid Social Media Strategy
- Top 3 need-to-knows for Google AdWords
- Boosting SEO with Schema Markup



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