Seminar Agenda

**Session I 8:30 AM**

8:30-8:35: Introduction

8:35-8:40: Why Mobile Marketing is a Must

8:40-8:50: Email Marketing Strategy

8:50-8:55: Native Advertising

8:55-9:00: Audience Targeting

9:00: Closing remarks/ Questions

**Session II 11:00 AM**

11:00-11:05: Introduction

11:05-11:10: Why Mobile Marketing is a Must

11:10-11:20: Email Marketing Strategy

11:20-11:25: Native Advertising

11:25-11:30: Audience Targeting

11:30: Closing remarks/ Questions

**Goal**: *Have 5 prospects RSVP for each session*—2 actually show up

**Email**:

Join Tucson Digital Media and the Arizona Daily Star for a free educational seminar tailored to help local business owners like you enhance your 2017 online marketing strategies.

This seminar will provide you with the tools, insights, and inspiration needed for your business to keep up with the latest trends and topics in digital marketing:

* Mobile Marketing
* Email marketing
* Native advertising
* Audience targeting

Two sessions to fit your schedule:

Thursday, March 30, 2017 at **8:30** and **11:00 AM**

Held at Tucson Association of Realtors 2445 N. Tucson Blvd Tucson, AZ 85716

You don’t want to miss this valuable and informative seminar.

Seating is extremely limited and spots are filling fast. Click here to reserve your space: [www.landingpage.com](http://www.landingpage.com)

Talking points/stats:

Why Mobile Advertising is a Must:

* **Google Mobile-Friendly Algorithm**
  + People are increasingly more dependent on smartphones, get most information on the go.
    - Google says **61%** of users are unlikely to return to a mobile site they had trouble accessing and 40% visit a competitor’s site instead.
    - 85% of all pages in the mobile search results now meet this criterion and show the mobile-friendly label, don’t let your business fall through the cracks (Google Webmasters Blog)
  + Algorithm affects mobile search results: **mobile friendly websites are ranked higher** than nonmobile-friendly; does not affect desktop search results
  + Is my site mobile-friendly? Use this test tool: <https://search.google.com/search-console/mobile-friendly?utm_source=mft&utm_medium=redirect&utm_campaign=mft-redirect>
  + Capabilities on Mobile:
    - UTM code tracking
    - Geo-fencing
    - Mobile High Impacts—gravity, interstitial, index takeovers
    - Click-to-Call banner ads
    - Granular targeting

You’ve Got Mail: Reach Clients at a Click of a Button with Email Marketing

* Using email marketing will reach a wide mobile audience
  + Mobile email opens have grown by 180% in the last three years to where now **79%** of people use their smartphone for email (smart insights.com)
    - **68.8%** claim they have taken action from emails (TDM)
  + **81%** of online shoppers who receive emails based on previous shopping habits were at least somewhat likely to make a purchase as a result of targeted email. (eMarketer)
* Targeted emails are more effective🡪put tracking pixels (UTM codes) on emails to see if/when they are opened, will keep tracking that user’s online activity, generating behavioral data we can use to retarget and rebroadcast an email, guaranteeing delivery to only interested users
* Email capabilities:
  + Lead nurturing
  + Behavioral tracking (UTM codes)
  + Rebroadcasting
  + B2B and B2C targeting selects

Tell your Brand’s Story Through Native Advertising

* form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.
* Boasts brand awareness, has clear calls to action, great for businesses of all sizes, cost effective
* **51%** of 18- to 44-year-olds are more likely to trust branded content than traditional advertising (StackAdapt)
* Allows for custom targeting and attracts more genuine interests, generating more leads and conversions
* Beat the bleh: consumers are highly educated when it comes to traditional advertisements and their locations, they are immune to them
  + Entertaining/ educational/ insightful content reaches more people than traditional advertising (especially with Millennials)
* Use of keywords

Audience Targeting

* Knowing target audience will help serve ads to those who will be most likely to engage with product or interact with brand
* Targeting customers allows for custom campaigns— media and messaging options will work best for you based on your objectives and the kind of customers you are targeting. Serve the right message at the right time to the right audience
* Targeting Capabilities:
  + Demographic (age, gender, HHI, occupation, etc.)
  + Behavioral (interested in health/travel/

**Bio**: About the Speaker:

CREATE – INNOVATE - COMMUNICATE

John Kerr is a highly regarded media professional who moved to Tucson, Arizona after working with CBS Interactive in Southern California. With 16 years of experience in media and 11 years of managing digital advertising and business development, he is now the Senior Director of Digital and Classified Advertising at the Arizona Daily Star. His passion for his work and community shines through day to day operations and company success with local advertisers. His has been awarded First Place by the 2016 Arizona Newspapers Association. He was also awarded two Silver Addys at this year’s 36th Annual Tucson ADDY Awards for local, online, and interactive Campaigns.

**Landing Page:**

Mobile:

People are increasingly more dependent on smartphones and get most of their information on the go. Learn why mobile marketing is a must and how to develop a strategy to market your business to this ever-growing demographic.

Email:

Email marketing is a highly effective strategy to reach an expansive client base with a click of a button. Don’t miss out on the fundamental tips needed to create an optimized email marketing campaign that will drive the results your business needs.

Native:

Tell your business’ story with native advertising. As a relatively new concept, native advertising is a vehicle used to showcase creative content in a new light. Learn all the techniques to leverage this position to take your business to a new level.

Audience:

Targeting is a powerful tool to use in your local business campaigns. Whether the goal is brand awareness, local awareness, or engagement, learning how to segment and target your audience can streamline campaigns to inspire engagement with active, relevant users.

Digital Seminar:

* ADS and TDM have a goal to reach out to local businesses to strengthen their 2017 digital marketing strategy with quick informative seminars
* Seminar will provide tools, insights, and inspiration needed for business to keep up with the latest trends and topics in digital marketing:
  + Mobile Marketing
  + Email marketing
  + Native advertising
  + Audience targeting
* Goal is to have 5 prospects from each rep RSVP with 2 advertisers attend with rep
* Want local businesses to hear about our digital capabilities, ask questions, and showcase our strengths/successes
* Create a solidified understanding of digital marketing to local business within our sphere of influence