

# 10th Annual & MARKETING SOCIAL MEDIA Conference

**SEPTEMBER 20, 2018 • 8:00 AM - 3:15 PM**

The Florian Gardens Conference Center, 2340 Lorch Ave, Eau Claire, WI 54701

Get ready for a dynamic conference packed with a sensational keynote, intriguing breakout sessions on a variety of marketing strategies and an informative panel discussion during our 10th Annual Marketing & Social Media Conference. This conference will provide an intensive review of marketing and social media tools, tips and strategies that businesses can use to reach out to customers and grow their bottom line.

## Welcome and Opening Keynote

8 to 8:30 a.m. - Grand Trillium Room

### "Marketing Mind-Readers" Using Audience Insights to Drive Marketing Success

by Laura Benjamin of Satellite Six

The conference will kick off with an engaging keynote session that will walk through understanding your audience and how building a complete and living profile of all your audience will guide everything you do in marketing, messaging and brand experiences. We'll look at a case study of how this process guided decision making through developing campaigns, website, taglines and other materials. You'll learn that if you listen to your audience, they will tell you exactly the things they struggle with and what will get them to pay attention and engage with your marketing. Understanding these core drivers and tailoring your brand and message to fit is what drives marketing success!

Keynote presenter Laura Benjamin is founder and president of Satellite Six. In more than 15 years in marketing, she has worked to shape hundreds of successful brands. Since starting Satellite Six in 2010, Benjamin and her team have been honored with numerous industry awards for their work in brand, design and marketing.

## Agenda at a glance:

8 – 8:30 a.m.	Welcome and Opening Keynote
8:30 – 9:30 a.m.	Breakout Session 1
9:30 – 9:45 a.m.	Break
9:45 – 10:45 a.m.	Breakout Session 2
10:45 – 11 a.m.	Break
11– Noon p.m.	Breakout Session 3
Noon – 12:30 p.m.	Networking Lunch
1 – 2 p.m.	Breakout Session 4
2:15 – 2:30 p.m.	Break
2:45 – 3:45 p.m.	Breakout Session 5

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## Conference organized by



## Breakout Session 1: 8:30 - 9:30 a.m.

After the keynote address, attendees will have the opportunity to attend the following breakout sessions:

### Primrose Room

#### Marketing Your Small Business On Any Budget

by Meredith Kervin,  
Marshfield Clinic Health System

• • Beginner Level • •

During this session, attendees will learn the basic tenants of marketing for small businesses, including specific tactics to propel their future sales. We will go through why it is important to implement a multi-pronged approach to marketing in order to reach your audience effectively, as well as ideas for inexpensive advertising strategies in each category (digital, print and in-person).

We will close with marketing trends every business owner should be aware of and willing to try to stand out from their competitors. Attendees will walk away from the session able to put together a marketing plan for their business for any budget.

Meredith Kervin graduated from UW-Madison with degrees in strategic communication and psychology and went on to work for a marketing agency in Madison. Her clients have included both locally-owned businesses and multi-million dollar organizations, providing a wide range of opportunity to explore marketing effectively at all budget levels.

Kervin currently works as the regional marketing coordinator for the Marshfield Clinic Health System in Eau Claire, overseeing the launch of the marketing plan for the new hospital and continuation of marketing efforts for clinic services.

### Grand Trillium Room

#### The Five Things You Are Missing in Your Social Strategy

by Sarah Stokes and Chris Herzog,  
Stokes + HERZOG

• • Intermediate Level • •

Sick of not getting engagement on your page? Feel like you're in the black hole of algorithms?

It's a real thing for today's businesses. We'll uncover the five things you are missing in your brand's strategy and give you simple, real-life solutions you can implement immediately. Our agency manages more than 50 professional business pages a day across all platforms and can help you leverage your content this year in a new, more meaningful way.

Stop wasting time and start seeing results for your brand. Sarah Stokes and Chris Herzog are the co-owners of Stokes+HERZOG, a strategic consulting agency in Eau Claire. They are consultants for global and regional companies, helping with their public relations, marketing and business strategies.

Stokes and Herzog worked in television news for years before starting Stokes+HERZOG. They grew their first business to seven times its size before selling it to focus on their expanding agency. They help companies solve their toughest problems and their expert team creates video and digital media content for clients with a worldwide reach.

### Silverleaf Room

#### Leveraging Media Coverage for Beneficial Publicity

by Scott Montesano, Eau Claire Express

• • Intermediate Level • •

In spite of the rise, and undeniable benefits, of social media, being discussed in traditional media still carries a gravitas that can't be beat.

This session will discuss proper ways to develop relationships with the media (local or regional), ways in which to pitch story ideas and concepts to consider. No matter how large or small, or what your business actually does, having the media cover the favorable aspects of your company isn't as difficult as one would think.

Scott Montesano worked in the sports industry for the last 20 years all over the country including Maine, Vermont, North Dakota, Michigan, Iowa and here in Wisconsin. He spent many of those years as a sports broadcaster and media relations professional for various minor league sports teams. Here in Eau Claire, he served as the radio broadcaster and media relations director for the Express from 2006-2010 and returned in 2016 to run the team's promotions and sales, where he remains to this day.

## Networking Break: 9:30 - 9:45 a.m.

Sponsored by: Rusoh, Inc., Satellite Six, Spectrum Reach, Westgate Sportsman's Club

## Breakout Session 2: 9:45 - 10:45 a.m.

### Primrose Room

#### Video: The Future of Content Marketing in Social Media

by Tom Galante, Mid-West Digital Marketing

• • Beginner Level • •

At this session, attendees will learn:

- What video marketing is and why it matters.
- Mobile's influence in video marketing.
- Six ways to start using video in social media marketing.
- Examples of easy online tools to make and market your videos.
- Using analytics to determine what people are watching.
- Why shorter videos tend to be more effective.
- Examples of videos being used effectively on social media.

Tom Galante is the business development manager for Mid-West Digital Marketing. He is responsible for its digital team and works closely with clients to improve their online marketing campaigns for both business-to-consumer and business-to-business.

Galante has 16 years of digital marketing experience, including video, animation, data visualization and storytelling. Prior to Mid-West Digital, he owned his own freelance company where he helped clients develop their web sales funnels, online marketing strategies and brands.

### Grand Trillium Room

#### Sweepstakes and Contest: Keeping It Legal

by Laurie Boettcher,  
Chippewa Valley Technical College

• • All Levels • •

We've all seen the posts, "Like, comment or share for a chance to win!" But, did you know that it is against social media platform regulations and can result in a complete shutdown of your account? And, what's the difference between a contest and sweepstakes? In this section, we'll cover how to make your promotion fund and in compliance.

Laurie Boettcher is the marketing and digital marketing program director at Chippewa Valley Technical College. With years of social media and marketing experience, Boettcher speaks, posts, blogs and tweets on marketing, social media and digital design. She effortlessly breaks down the complex world of social media, making it interesting and understandable to any skill level, all the while, motivating and empowering. She has been featured in US News & World Report, The New York Times and numerous other media.

Boettcher holds a master's degree in communication from Northwestern University, Mini-MBA in mobile marketing from Rutgers University and a bachelor's degree in mass communication-public relations from UW-Eau Claire.

### Silverleaf Room

#### Building Strategy and Efficiency into Your Content Marketing Practices

by Linda Pophal,  
Strategic Communications, LLC

• • Intermediate Level • •

Content marketing continues to be a big deal for companies of all sizes in all industries. The ability to deliver valuable content to target audiences can help boost thought leadership, build awareness and preference and lead to sales and loyalty.

This session will cover:

- Identifying measurable content marketing goals and objectives.
- Identifying target audience(s) and creating persona.
- Creating a competitive analysis matrix.
- Conducting a content audit and creating content pillars.
- Identifying credible and reliable sources of third party content (and understanding what you can/can't use and how to provide proper attribution).
- Finding the right balance between using internal/external sources for content creation.
- Developing processes to ensure accountability, accuracy and timely creation of content.
- Using a trigger matrix to leverage content across time and channels.
- Useful tools for content creation and management.

Linda Pophal is the owner/CEO of Strategic Communications, LLC, and a marketing and communication strategist with expertise in strategic planning, B2B content marketing, PR/media relations, social media and SEO. Her background as a freelance business journalist, advertising copywriter and corporate communication professional provides the foundation for understanding how to produce and use high-quality, personalized content to inform, motivate and engage audiences. This, coupled with expertise in online marketing, SEO and social media, serves as a foundation for working with clients to find the most cost-effective combination of traditional and digital communication tactics to get the results they're looking for.

## Networking & Break: 10:45 - 11 a.m.

Sponsored by: Rusoh, Inc., Satellite Six, Spectrum Reach, Westgate Sportsman's Club

## Breakout Session 3: 11 a.m. - Noon

### Primrose Room

#### Making Millennial Marketing Work for You

by Taylor Pelissero of Stokes + HERZOG

•• Beginner Level ••

At this session, you will learn why video needs to be at the top of your marketing plan in the next six months. Find out what videos are key for businesses wanting to reach new customers. You will learn how to leverage your videos in multiple ways to sell more and stand out in the social media world. Discover why video ads are more effective and what you need to do to create one. Learn strategies from the experts who have helped dozens of area businesses utilize the power of video.

Sarah Stokes and Chris Herzog are the married co-owners of Stokes+HERZOG Advertising, Public Relations and Video Studio. They have grown their own businesses through the very video and social media strategies you'll learn during this seminar. They are award-winning former TV news anchors with decades of experience.

Taylor Pelissero is the account director at Stokes+HERZOG. She oversees the team as they create and carry out amazing client projects including social media, video and public relations campaigns.

### Grand Trillium Room

#### How Do I Know What's Working? Measuring Your Marketing Efforts

by Erin Trowbridge and Tyler Schroeder,  
Four Peas Consulting

•• Advanced Level ••

The old saying goes, "I know half of my advertising is working, I just don't know which half." But things have changed, and today, we have the ability to measure a lot more of our marketing efforts than we used to. But it's not just about adding Google Analytics to your website or checking the open rates on your email campaigns. There is a lot more you can do to get more specific measurement, to track user activity from the time they engage with an online ad until the time they complete your contact form, so you can actually tell which half of your advertising is working!

We'll cover some advanced tracking tactics and tools, what you need to know about consumer data protection rules when tracking and collecting data, and talk about metrics and what you should be measuring based on your goals.

Erin Trowbridge has more than 10 years of experience in digital marketing in a variety of industries. She has worked on large and small marketing teams, for entrepreneurs and enterprise-level organizations. She has experience in team leadership, project management, campaign strategy, content strategy, analytics, marketing technologies, graphic design, training and process improvement.

Tyler Schroeder is a results-oriented strategic thinker and doer, partnering with clients to understand their business goals and unique challenges. As a big-picture thinker who understands how digital tactics and tools work together, he connects the dots between business and consumer insights to find solutions for complex challenges, turning client needs into an action plan that aligns with their business objectives.

### Silverleaf Room

#### The Consumer Decision Making Funnel

by Amber Cernohous and Kathy Wright,  
WEAU 13 News

•• Intermediate Level ••

Consumers are bombarded with advertising messaging hundreds of times per day. It is hard to understand which ones are still relevant and which ones should be used in certain areas. In this session, we will take a look at the decision-making process and what marketing strategies factor into that decision. We'll talk about all forms of media, both traditional and new, and how they can all work together to get your consumer to the bottom of the funnel.

Kathy Wright is the general sales manager at WEAU 13 News. With more than 20 years of marketing experience, both on the buying and the selling side, she has seen the extreme growth in marketing choices.

Amber Cernohous is an account executive at WEAU 13 News. She has worked with dozens of local clients to develop strategic marketing plans including traditional broadcast media and digital platforms.

## Networking Lunch: Noon - 1 p.m. in the Grand Trillium Room

We will take a break from sessions for a networking lunch where attendees will have the opportunity to discuss a variety of marketing and social media hot topics while enjoying a delicious lunch.



## Breakout Session 4: 1 p.m. - 2 p.m.

### Primrose Room

#### Increase Effectiveness with a Systems-Based Marketing Program

by Emily Matchey, Marketing Edge LLC

• • Beginner Level • •

We all want to be thorough, efficient and effective at completing our marketing tasks and sometimes that can seem impossible with a small marketing department. How can you be sure it's all getting done, that you are making the best choices, that you are using the budget most efficiently and staying on top of new opportunities? How can you hire help for marketing initiatives you aren't very knowledgeable about? Creating a systems-based marketing program is the answer.

This session will provide the planning tools and implementation tips you need to be successful. Participants will leave this session with: a planning checklist of marketing assignments; tips for building a marketing team from non-marketing staff, freelancers, subscription services and other outside professionals; and ideas on how to regularly evaluate and incorporate new ideas for continual improvement.

You don't need to be an expert at every aspect of marketing, but you can become an expert at prioritizing and managing marketing initiatives and selecting the best partners and vendors to help accomplish your company's marketing goals.

As a professional marketing consultant since 1998, Emily Matchey of Eau Claire-based Marketing Edge LLC has had the opportunity to work with large and small organizations and has a wealth of information to share on best practices. Her experience includes working with clients in manufacturing, professional services, financial, commercial construction and development, utilities and other professional clients throughout the Chippewa Valley and the greater Midwest region. In addition to providing marketing services, Matchey provides training and mentoring to new or inexperienced marketing staff.

### Grand Trillium Room

#### Branding-More Than Just a Logo

by CURT GROUP Marketing Team

• • Intermediate Level • •

Attendees at this session will learn that branding goes beyond creating a logo.

We will talk about the creation and implementation of a logo, establishing standards to maintain brand integrity, developing messaging campaigns, creating literature and other marketing assets to support the messages and the creation of videos and photography that help tie it all together.

Joseph Rapienski has been with CURT Group since 2007, working in different creative roles to develop and establish brand standards for CURT Group and its multiple brands. Having worked with an outside agency to refresh the CURT brand, Rapienski and his in-house team created logos and updated the brand images for ARIES, LUVERNE, RETRAC and CURT Group. He will be joined by team members Martin Nilsen, Kristi Feeney and Travis Machler.

### Silverleaf Room

#### Social Media Tactics You Can (and Should) Start Today

by Kenzi Havlicek, Visit Eau Claire

• • Intermediate Level • •

Snap Chat, Instagram, Reddit, Facebook, Twitter, Whats App, Pinterest, Google+, LinkedIn ... should we continue? Sometimes it can be overwhelming. In this session, you will learn actionable tactics that you can start doing today that will decrease confusion and will increase customer engagement.

Kenzi Havlicek's passion for marketing began as a business student at Iowa State University. During her college internship, she was asked to promote hospitality and tourism for a city in the Midwest, and it was at this point she realized business and marketing would become her long-standing career. After earning her bachelor's degree, Havlicek accepted a full-time position at Visit Eau Claire as social media specialist and hasn't looked back.

After several promotions, she is celebrating her eighth year at Visit Eau Claire as director of marketing. Havlicek has been recognized for her strong contributions to the profession. In 2013, she received the Destination International 30 under 30 Award as a thought leader in the tourism industry. Additionally, Havlicek was an active participant in the 2014 All American City Award. She is proud to call the Chippewa Valley home – her small spot of utopia that she has the privilege of promoting every day.

## Networking Break: 2-2:15 p.m.

Sponsored by: Rusoh, Inc., Satellite Six, Spectrum Reach, Westgate Sportsman's Club

## Breakout Session 5: 2:15 p.m. - 3:15 p.m.

### Primrose Room

#### Online and Social Video Marketing

by Joe Buttel of Spectrum Reach

• • All Levels • •

With Twitter streaming baseball games, Facebook streams, YouTube channels and subscription-based services like Hulu and Netflix, the video ecosystem provides a variety of solutions including online and traditional marketing opportunities. The platforms to reach potential customers through video is broader than ever. Additionally, the targeting capabilities from third party providers like BlueKai, Liveramp and others through these platforms can help your budgeting dollars go further. Targeted video through these platforms that can reach anyone on any device including Facebook, Roku, SmartTV or IOS/Android can give small and medium businesses benefits, historically capable for large national advertisers.

In this session, we'll look at the various platforms available and the strengths and weaknesses therein. We'll also look at ways to reach the elusive "cord-cutter" and "time-shifter" with cost-effective video solutions.

Joe Buttel is a digital manager for Spectrum Reach. He works with clients from Detroit to Fargo and the Upper Peninsula to Northern Illinois. In this role, Buttel works with clients using cutting edge solutions, data integration that help budgets go further and reporting platforms to measure and insure performance.

Buttel spends about 70 percent of his time with the auto category and brings auto category innovations to other businesses including education, travel and tourism, job placement and healthcare to name a few. Buttel also built a coop management platform that various manufacturers, SaaS companies and franchisers use for their downstream dealers to do automated coop funded advertising.

### Grand Trillium Room

#### Thrifty Takeaways for Social Media

by Keley Lai, Sarah Johnson and Laura Ericson,  
Chippewa Valley Technical College

• • Intermediate Level • •

Want to increase your social media engagement but have a limited budget? As social media platforms continue to evolve and grow, it becomes increasingly difficult to plan ahead, post quality content and track effectiveness. Ever-expanding Facebook features (Facebook Live, Messenger, Insights, Publishing Tools), along with Canva, Tumblr and Google Docs are some of the increasing number of free technologies and resources available to you.

In this session led by Chippewa Valley Technical College's Student Central social media team, we'll share resources for organizing, scheduling and creating engaging social media content with limited to no budget. We will share how our team built a strong social media presence from the ground up with limited resources and offer takeaways on how to maximize your own social media on a budget.

Kelley Lai is a Student Central representative at CVTC. She's also the social media calendar coordinator and regular blog and social media writer for their social media pages. Lai graduated from UW-Eau Claire in 2014 with a degree in public relations and English.

Sarah Johnson is a Student Central representative at CVTC. She creates blogs, social media posts and video features for the department. Johnson graduated from UW-Eau Claire with a degree in English and public relations in 2014.

Laura Ericson is the Student Central manager at CVTC and oversees their social media content. She has her bachelor's degree from Northern Michigan University in Spanish and psychology and a journalism minor and her master's degree from UW-Stout in career and technical education. She's been at CVTC for more than 10 years and was part of the inception of Student Central's popular social media following.

### Silverleaf Room

#### Increase Marketing Results Using AtoZ Databases

by Renee Ponzio,  
L.E. Phillips Memorial Library

• • Beginner Level • •

With more than 30 million businesses and 220 million residents in its databases, AtoZ is ideal for finding sales leads, creating mailing lists and researching markets. New listings are added to the New Movers & Homeowners and New Business databases each week, ensuring up-to-date information. AtoZ provides details on almost every business and household in the United States.

Participants will learn how to use the databases to gather information they can use for marketing, researching the competition and finding out if the business they want to start or expand already exists. They will be able to find detailed financial information, contact information and company descriptions. This session also will teach participants how to capture information and download it for use in a multitude of ways.

Renee Ponzio has worked at the L.E. Phillips Memorial Library for 12 years as the Reference Services manager. Ponzio has a master's degree from UW-Madison. She has lived and worked in Texas, Michigan and South Dakota as well as Wisconsin.

# REGISTRATION

**Deadline is Friday, September 14**

**Cost to attend:**

**\$85** for Chamber members and

**\$115** for non-members.

*(This includes the keynote, all breakout sessions and lunch.)*



## Register

online at [www.eauclairechamber.org](http://www.eauclairechamber.org)

or call the Chamber office at 715-834-1204.

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# TUESDAY

## October 16, 2018

**Open to the Public 11 a.m. to 3:30 p.m.**

**VIP Reception (for invited guests only) 4:30 – 8 p.m.**

- Great opportunity to demonstrate and introduce new products
- Develop new sales leads
- Reconnect with past customers and clients
- Enhance your company image
- Get customer feedback
- Designated Marketplace area for direct sales on the exhibit floor.
- Job Fair portion of the show is optional

**The Expo has been a sold-out show in past years so don't delay**

<b>Booth Savings:</b>	<b>Until 5/1/18</b>	<b>After 5/1/18</b>
<b>Non-member booth:</b>	<b>\$640</b>	<b>\$705</b>
<b>Member savings:</b>	<b>-\$200</b>	<b>-\$200</b>
<b>New member discount*:</b>	<b>-\$100</b>	<b>-\$100</b>
<b>TOTAL BOOTH COST:</b>	<b>\$350</b>	<b>\$405</b>

Contact Amy Muehlbauer, 715-858-0617, [muehlbauer@eauclairechamber.org](mailto:muehlbauer@eauclairechamber.org)  
or Becky Seelen, 715-858-0615, [seelen@eauclairechamber.org](mailto:seelen@eauclairechamber.org)