

MARKETING & SOCIAL MEDIA

Conference

SEPTEMBER 25, 2019 | 8:00 A.M. – 3:15 P.M.

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 eleventh Annual Marketing & Social Media Conference. Bigger than ever, 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

Manipulation or Inspiration? Embracing More Responsible Marketing

by Erin Trowbridge, Four Peas Consulting

Erin Trowbridge is co-owner of Four Peas Consulting and has over ten 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, marketing analytics, marketing technologies, graphic design, training and process improvement. Her passion is educating other marketers, and by sharing her experiences, she hopes to help others become better practitioners and advocates of marketing best practices in today's digital landscape.

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	Breakout Session 3
Noon – 1 p.m.	Networking Lunch
1 – 2 p.m.	General Session
2 – 2:15 p.m.	Break
2:15 – 3:15 p.m.	Breakout Session 4

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Continuing Education

University of Wisconsin
Eau Claire

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

Instagram MUSTS for Business

by Taylor Pelissero and Catherine Bormann,
STOKES|HERZOG Marketing + Consulting

**** Beginner Level ****

Do you feel behind in the world of Instagram for business? What are current businesses having success with and where do you need to be to harness its power for your company?

Get insight from the experts who create and carry out Instagram strategies for companies every day. From organic posts to paid advertising, we'll take you through the must-have information for you to win on Instagram instead of dabbling for another season.

You'll learn:

- The current trends and demographics Insights and analytics
- How to sponsor posts and reach new audiences
- How to fit Instagram into your current social media strategy
- Insider tips and tricks to make your Instagram better

Taylor Pelissero, Account Director at STOKES|HERZOG Marketing + Consulting and Catherine Bormann, Marketing and PR Coordinator at STOKES|HERZOG and The Juicy Good Life both coordinate, plan, and oversee Instagram accounts for business.

Grand Trillium Room

Influencer Marketing: Leveraging Audience Relationships in Marketing

by Laura Benjamin, Satellite Six

**** Intermediate Level ****

- What is influencer marketing?
- How are other manufacturing brands finding success in influencer marketing, including:
- Understanding the community around your product category
- Researching the blogs, groups, Reddit subreddits, and YouTube channels that have influence in your market
- Case studies in how manufacturers are utilizing influencer marketing to great effect
- Building an influencer strategy: Planning Product Launches & Campaigns that utilize influencers

Influencer marketing is a new, major trend for manufacturers and product brands in 2019. As YouTube continues to gain in the number of quality, produced niche shows, it's critical for organizations to understand the new models of influencer marketing and how to integrate it with their existing marketing strategies. Quite simply, those brands who embrace influencer opportunities and the online communities around their product category are outperforming those who don't, and this seminar will help attendees leave with an understanding of how to break into those channels, and even build their own.

Laura is the President and Owner of Satellite Six, a branding & digital marketing agency that helps manufacturers and their products grow faster through proven marketing systems and turning them into leading industry brands. She is also host of The Maker Marketing Podcast, a show dedicated to teaching marketers working in manufacturing what's working, and author of several guides and ebooks about how to get more out of your brand and digital marketing systems.

With over 16 years' experience working with hundreds of companies find their audience, focus their message, and grow, Laura works with manufacturers to get the WHY of their brand in front of potential customers, and having the right tools and resources in place for their innovations to have an impact on the market.

Silverleaf Room

How to Win with Search Engine Optimization (SEO) A local case study with take-home tips

by Jason Pecor and Harlie Juedes,
Alorium Technology

**** Intermediate Level ****

Right when our product niche was trending, we were showing up as one of the top websites in Google Search. This led to a significant increase in product sales and awareness for our growing small business. Spending an additional 10 minutes optimizing our web pages after creating our content made it so we could compete against large organizations without significant ad spend.

In this talk we will share our story on how SEO has made a difference for our company and walk you through some easy steps you can take to make your site search friendly.

Jason Pecor is responsible for product management, marketing, and business development at Alorium Technology, an Eau Claire-based high tech company focused on embedded computing solutions for the Industrial IoT, high-tech startups and advanced makers.

Harlie Juedes is the digital marketing specialist at Alorium Technology where she executes all branding, web design, online advertising and graphic design projects. She has a degree in Marketing Analytics from UW – Eau Claire.

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

Sponsored by: Chippewa Valley Technical College, Huebsch, Northwestern Bank, Satellite Six and University of Wisconsin - Eau Claire Continuing Education

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

Primrose Room

Connecting the Dots: Unleash the Staying Power of Promotional Products and Strengthen Their Impact with the Instant Power of Social Media

by Naomi Bodway, *The Source/iPROMOTEu*

• • Beginner Level • •

"Today's marketing and advertising world is SO cluttered! With so many media options, and none that REALLY cover our entire market, how do you ensure your marketing stands out, gets noticed, and earns the highest returns for your investment? With decades of experience in the promotional products industry, industry accolades, and many awards for effective campaigns, Naomi will draw on her experience to showcase for you the power of tangible promotional products to carry your message and rise above the communication clutter: and then, address ways to use Social Media to strengthen your return on your investment in those marketing tools!"

Attendee Outcomes/Learner Takeaways:

- Understand the power and value of promotional products
- Specific ways to elevate promotional products from "stuff in your closet" to real marketing tools
- Tangible examples of engagement and creativity with several award-winning cases histories
- Leave the event with a better understanding and a plan of action to step up your efforts

A double major in Communication Arts and Political Science at the University of Wisconsin Madison laid some groundwork, and my first job out of college as the Director of Scheduling for the Governor of Wisconsin proved to be an invaluable education in the art of communication. Beginning my entrepreneurial career in 1982 and I have owned my own business in the marketing and communications field ever since. Currently, The Source House/iPROMOTEu operates out of Osseo, WI, and has served clients from Mom & Pop shops to Fortune 500 Corporations, throughout the state and nationwide.

Grand Trillium Room

What Makes the Cut? Marketing strategies to weed out time wasters

by Sarah Stokes and Chris Herzog,
STOKES|HERZOG Marketing + Consulting

• • Intermediate Level • •

How many ads do you see before you've finished your breakfast? How about your inbox? Getting offers in there too? You and your customers are swamped with options, opportunities, and offers. In marketing, it can be tempting to try to do it all. There's some FOMO there. We can get so overloaded with the "shoulds" of marketing that we end up having paralysis by analysis. Chris Herzog and Sarah Stokes have spent years cutting through the noise to get brands to the top. They'll let you in on some strategies they use at STOKES|HERZOG Marketing + Consulting and help you skip the time wasters and move to the next level.

You'll learn:

- How to determine what marketing strategy is right for your company
- Questions to ask before spending any money on marketing
- What's working right now for companies and how you leverage those mediums

Chris Herzog is the co-owner of STOKES|HERZOG Marketing + Consulting as well as a commercial real estate agent, REALTOR® for his other company, STOKES|HERZOG Realty. Chris and Sarah worked in television news at stations across the midwest for almost 20 years before starting their three companies. Sarah Stokes is co-owner of STOKES|HERZOG and the founder of The Juicy Good Life, an online success training and mastermind company.

Chris and Sarah help companies solve their toughest marketing problems and their expert team creates amazing video, social, and digital media content for clients with a worldwide reach. They also speak and teach at several regional and national conferences every year around the country. You can learn more about the agency at www.stokesherzog.com

Silverleaf Room

Social Media Contests and Sweepstakes

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 fun and in compliance.

Laurie is the Program Director and Instructor at Chippewa Valley Technical College for Marketing, Digital Marketing, Professional Communications, and Executive Assistant. She teaches courses related to social media, policies and ownership contracts, digital campaigns, digital analytics, and writing for the web.

Prior to joining the college, Laurie travelled the US and Canada as a professional speaker on the topic of social media. She has been featured in US News & World Report, The New York Times, and numerous other media.

Laurie holds a MS in Communication from Northwestern University and BA in Mass Communication-Public Relations from the University of Wisconsin-Eau Claire. She is now completing her Mini-MBA in Mobile Marketing from Rutgers University.

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

Sponsored by: Chippewa Valley Technical College, Huebsch, Northwestern Bank, Satellite Six and University of Wisconsin - Eau Claire Continuing Education

Breakout Session 3: 11 a.m. - Noon

Primrose Room

How to Handle a Bad Online Review

by Sarah Gordee and Lee Heike,
Hookd Promotions

•• Beginner Level ••

The world of online reviews is new and growing fast! It's becoming a bigger part of every organization's online presence and their face to prospective customers.

In this presentation, we'll take a closer look at the broad impact online reviews have, the psychology behind them and, in particular, how to handle the negative ones.

We'll incorporate up to the minute statistics and real life examples to provide a roadmap designed to help any organization navigate these new and sometimes murky waters.

Lee Heike started Hookd Promotions in 2012. He took his background in Journalism and Marketing and made it his mission to bring innovative, custom marketing solutions to business leaders in the Chippewa Valley. Lee's impressive network of industry professionals has helped him build so much more than an advertising company. He built a team of exceptional marketing professionals that aren't afraid to take risks and be early adapters of new and innovative programs and tactics. That means our clients get the most bang for their buck in today's digital world!

For the last twenty years Sarah Gordee has been working in B2B services everywhere from Silicon Valley to the Twin Cities. She is now happily settled in Eau Claire and is shaking things up in the marketing world! An expert in sales and customer service, Sarah works hard as an advocate for Hookd Promotions' clients and strives to create the best experience Hookd can provide. She has learned the art of listening, and she will walk through fire (literally she has done this) to get the job done! She's your connection to #teamHookd!

Grand Trillium Room

Helping Your Employees Be Better Social Media Brand Ambassadors

by Linda Pophal,
Strategic Communications

•• Advanced Level ••

Employees can play a powerful role in helping to spread key messages and support company and product brands. But their support doesn't just happen organically. In fact, many employees don't even realize the role they can play because their organizations don't tell them and don't equip them with the messages, tools and training they need. This session would cover the steps required to build strong brand advocates and provides specific tips, tools and techniques for creating processes and providing tools to help employees serve effectively in this role.

Linda Pophal, MA, SHRM-SCP is 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.

Linda is the author of several books on marketing and business practices, most recently Best Practices in Influencer Marketing. Linda is accredited through the American Marketing Association and is a member of the Association of Health Care Executives, the Society for Human Resource Management and the Association of Health Care Journalists. She is a digital marketing specialist with the State of Wisconsin's Center for Business Intelligence.

Silverleaf Room

Analytic Tools Beyond Google

by Laurie Boettcher,
Chippewa Valley Technical College

•• Intermediate Level ••

Everyone knows about Google Analytics, but there are so many other tools to get quality data. This session will take a dive into looking at the eight types of analytics, tools to capture data, but more importantly, how to interpret that data.

Laurie is the Program Director and Instructor at Chippewa Valley Technical College for Marketing, Digital Marketing, Professional Communications, and Executive Assistant. She teaches courses related to social media, policies and ownership contracts, digital campaigns, digital analytics, and writing for the web. Prior to joining the college, Laurie travelled the US and Canada as a professional speaker on the topic of social media. She has been featured in US News & World Report, The New York Times, and numerous other media. Laurie holds a MS in Communication from Northwestern University and BA in Mass Communication-Public Relations from the University of Wisconsin-Eau Claire. She is now completing her Mini-MBA in Mobile Marketing from Rutgers University.

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

General Session: 1 p.m. - 2 p.m. Grand Trillium Room

The Video Content Cocktail

by Nick Meyer, Joel Pearish, and Mike Paulus, Volume One

★ ★ Intermediate Level ★ ★

The Video Content Cocktail - Yes, you CAN mix your own! Concoct tasty marketing and social-media videos (for B2B or B2C operations) with top shelf tips, tools, and examples that help drive engagement and results. Whether you do it yourself or call in the experts, you'll get a buzz from this fun and fast-paced session!

Nick Meyer is the owner of Volume One and The Local Store. He works in publishing, retail, event production, hospitality, and marketing, and has a deep background in video work that includes documentary, narrative, and promotional video spanning 20 years.

Joel Pearish has produced national-quality video work in many industries and national markets for more than 10 years including manufacturing, real estate, retail, healthcare, and more. Now based in Eau Claire, he's an experienced director, shooter, editor, colorist, and drone pilot.

Mike Paulus has been an editor and writer with Volume One Magazine for over fifteen years. His "Rear End" column has appeared in Volume One since 2004, and he's the host of its regular Let's Be Honest storytelling night. He's a frequent contributor to Wisconsin Public Radio's Wisconsin Life program.



★ ★ OCTOBER 8, 2019 ★ ★

4 P.M. - 8 P.M. @ THE FLORIAN GARDENS CONFERENCE CENTER

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

Sponsored by: Chippewa Valley Technical College, Huebsch, Northwestern Bank, Satellite Six and University of Wisconsin - Eau Claire Continuing Education

Breakout Session 4: 2:15 p.m. - 3:15 p.m.

Primrose Room

Using Content to Connect With Audience and Compel Them to Action

by Linda Pophal, Strategic Communications

**** All Levels ****

Content marketing is a big deal these days and it's not just for large organizations but organizations of any size can strategically use content to raise awareness and generate demand for their products and services, while creating loyal audiences and word-of-mouth advocates. Whether you're a not-for-profit, a retailer, a service organization or a manufacturer, you can use content as a cost-effective marketing engine for your organization. This session will offer strategies, tips and examples for how to market with content, along with tips and sources for finding content, apps and tools to streamline the content creation and generation process.

Linda Pophal, MA, SHRM-SCP is 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.

Linda is the author of several books on marketing and business practices, most recently *Best Practices in Influencer Marketing*. Linda is accredited through the American Marketing Association and is a member of the Association of Health Care Executives, the Society for Human Resource Management and the Association of Health Care Journalists. She is a digital marketing specialist with the State of Wisconsin's Center for Business Intelligence.

Grand Trillium Room

Organize With Tech and Gadgets

by Connie Kees, Consult an Organizer

**** Intermediate Level ****

Learn the latest tips and trends for keeping your business organized.

- How much paper is too much? What can be done about it?
- How to digitize and organize documents, photos, graphics, and forms.
- See the latest picks for top technology solutions that save businesses time and money.
- See the latest statistics on why these solutions can be critical to your success.

Participate in an interactive online survey during the session to learn what issues are most crucial to your colleagues. All you need is your phone.

Connie worked for 13 years in banking, and 20 years in education as an Educational Technology and Media Specialist. Connie retired from teaching to start her own business. Consult an Organizer LLC serves the Greater Chippewa Valley and beyond, providing productive organizing solutions for residential and business success and personal well-being. She has earned Professional Organizer Certificates from the National Association of Productivity and Organizing Professionals in Workplace Productivity, Residential Organizing, and Life's Transitions.

Her Credentials include a Master's Degree in Education: Professional Development from The University of Wisconsin-Eau Claire, and a Master's Degree in Educational Technology from The George Washington University, Washington, D.C.. Organizations include the Eau Claire Chamber of Commerce, Chippewa Falls Chamber of Commerce, and the Eau Claire County Hoarding Task Force.

Silverleaf Room

The LinkedIn Goldmine: 5 Ways to Stand Out (That Nobody Else is Doing)

by Josh Rizzo, Satellite Six

**** Beginner Level ****

Only about 1% of LinkedIn users are posting on a regular basis. Even though there are over 500 million business users, most of us don't post because we either don't know what to post or don't know how to make our messaging more engaging to the business community.

During this session, attendees will:

- Learn what makes LinkedIn different from other social media platforms
- Understand how to take advantage of LinkedIn's engagement algorithm
- Find out why users are coming to LinkedIn and how to give them content they're eager to engage with

After attending this session, attendees will be able to:

- Regularly post high-performing content that engages their target audience
- Demonstrate industry expertise to clients and business decision makers
- Increase B2B lead generation

Josh helps B2B companies succeed with digital marketing. He has 5 years of marketing experience and has written LinkedIn articles that have been read over 2,500 times. He is a creative thinker who is driven by hard analytics and loves building lead generation systems, producing engaging videos, and improving the online customer journey. See Josh's LinkedIn profile, activity, and articles here: <https://www.linkedin.com/in/josh-rizzo/>

Register

Cost to attend is **\$79** for Chamber members, **\$109** for non-members and **\$49** for students includes the keynote, all breakout sessions and lunch. Registration deadline is Friday, September 20. Register online at www.eauclairechamber.org or call the Chamber office at 715-834-1204.