

# The New Digital Marketing

- ✓ **Gain Competitive Edge**
- ✓ **Attract Loyal and Repeat Customers**
- ✓ **Dominate Your Market**
- ✓ **Enjoy Higher Profits**
- ✓ **Improve Results**

Digital marketers are no longer getting paid to create more “traffic” or even increase conversion. These metrics alone don’t define success unless they connect to business goals.

## Jeff Molander is Speaking On...

(all presentations use case studies w/ recognized brands)

## Keeping Marketing Accountable in a Recession

Infinitely ‘trackable’, the Internet promises to lift the veil on what advertising works and what doesn’t. Is your marketing team hesitating to re-train, resisting accountability — turning to digital gurus outside the enterprise to work mystical voodoo? Learn how to move beyond measuring “traffic” and “visitors” and connect renegade tactics like search marketing with *business* objectives. Presented from the CMO or CFO vantage point, I’ll help your audience get synced up and productive. You’ll learn...

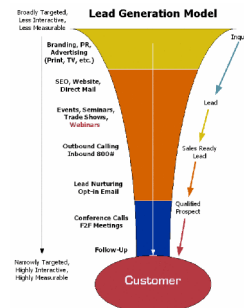


- Which performance-based strategies and tactics actually work, how, why and associated risk factors
- How to make all advertising tie to **specific, immediate business goals**
- How to **drive measurable behavior** using a credible approach to social marketing
- How to create results by organizing across departments to **apply “content marketing”**
- **Where to find accountable employees** and vendors

We’ll even answer questions like “how many blog posts do I need to post to make the exercise effective?” or “How much effort needs to be invested in our Facebook page to see a return?”

## Lead Generation on a Shoestring: Net More, Higher Quality Leads without Breaking the Bank

Whether you're looking to increase business-to-business or business-to-consumer lead generation know-how Jeff can help. Learn tips and tricks from a former Web middle-man who's spilling the beans on what really works. From education to financial services, automotive and nearly everything in between generating leads is critical for small, locally-focused businesses and international brands. Learn how to net more and higher quality leads on your own and using affiliate networks, lead aggregators, lead clearinghouses or exchanges.



You'll Learn How to:

- **Improve return on investment** — only purchase leads that convert
- Leverage buyer-side **best practices** and important industry trends to your advantage
- **Develop the right 'seller mix'** weighing pros and cons of various lead gen models
- **Boost effectiveness** of *existing* lead generation programs
- **Integrate new tactics** like blogs, RSS feeds, streaming video, wikis and social networks
- Differentiate between lead sellers, affiliates, networks, exchanges and aggregators

## Elevating Your Marketing Career: From Data Reporter to Business Advisor

Turning more browsers into buyers and increasing reach-and-frequency isn't enough. Success today requires moving beyond increased conversion or "conversational" social media nonsense. It's time to connect renegade strategies like search marketing and brand advertising with business objectives. Are you on a path away from being a mere data reporter — toward a respected business advisor? Jeff Molander spills the beans on moving beyond short-term wins to create sustainable value in the eyes of the C-suite. Come learn how to:



- Create radical, new habits that drive measurable customer behavior
- Make everything you do tie to specific, immediate business goals
- Align yourself with organizations that will **ALLOW** you to thrive
- Comfortably re-define success beyond marketing metrics
- Become a respected money **MAKER**, not just a spender

# Evaluating Social Software (ESS) for Your Company

Jeff will show you how hierarchy and control are being challenged and transformed by today's new leaders — and how to apply it profitably in your environment. Enterprise social software (or ESS) is rapidly gaining adoption by businesses interested in harnessing the power of group collaboration. From blogs to wikis, new technologies are creating exciting means to create value within your company. Is there a looming opportunity for your company... threat? Where should you invest, why and how?

## You'll learn:

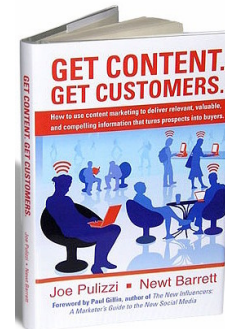
- What social collaboration and self-organization means to your company (**is there opportunity** amid the hype?)
- If investing in “social software” is right for your company, **how to set objectives**
- How to **connect social investments with specific, immediate business goals**
- How to **plan/execute** everything from blogs to group collaboration — purposefully
- How to use best practices to your advantage (learn from the leaders)
- How to **organize across departments** to create an integrated, results-focused strategy

## Social Marketing 101: Using Content to Drive Sales & Leads

Increase sales, extend need and capture latent demand by stepping up your dedication to content strategies — without spending more. Jeff will help you understand how and where to invest your time — and how to show clear, measurable social marketing ROI. He'll tell secrets from brands quietly driving results by transforming into publishers of authentic, trusted, interactive content that engages customers and prompts sales. It's time to net customers by giving them the content they've come to love and expect.

## You'll Learn How to:

- **Extend need** — Prompt sales and other meaningful transactions throughout the year
- **Drive sales** and leads by using content to capture latent demand in search engines
- **Prove benefits** of “social media” by connecting tactics to the sales funnel
- **Build an action plan** without breaking the bank
- **Manage brand accountability** as a set of organized behaviors, not mental states



## Save Money & Drive Results with Virtual Trade Shows

Virtual worlds, social media and social networking ARE over-hyped but Web-based “virtual trade shows” are becoming an integral piece of successful marketing plans in economically challenged times. This briefing discusses how your business can participate as an attendee, expo booth sponsor or presentation expert and leverage more than the obvious (cost benefits) of virtual conferences. Learn how leading companies are applying their ‘dirt world’

*experiential* marketing best practices with remarkable success in the digital realm. We will focus on how virtual conferences leverage user experience to go beyond cost-savings in times of belt-tightening. Bring your questions and leave with a roadmap for success.



### You'll learn:

- How virtual trade show experiences drive sales and leads
- What payoff you can expect by participating / investing

## Drive More, Cost-effective Transactions Using RSS-Powered E-commerce (Yes, RSS!)

Given its low cost and high utility, RSS (Real Simple Syndication) is being quickly adopted by brands but few e-tailers are capitalizing on its potential. Through a 10 step process, this workshop will arm you with everything needed to drive more sales/leads, increase conversion, lower merchandising costs and apply tried-and-true direct response tactics more effectively. RSS is the "HTTP of the social Web" and we'll show you how to:

- Go beyond simply pushing out news & entertainment content to engage customers -- **generating sales and leads**
- **Cost-effectively leapfrog competitors** in vital strategies -- from outbound communications conversion to loyalty marketing and transactional messaging
- **Drive loyalty, sales & brand** by giving customers what they want: never-before-possible levels of *customization* that yield **measurable, actionable data**
- Take the tecno-fear out of RSS and blend it with your e-commerce operations and online marketing to create results



## Affiliate Marketing 2.0: Advanced Strategies to Drive Sales & Leads

The direct response, pay-for-performance darling of online marketing, affiliate programs are evolving and brands are challenged to keep pace. Marketers find themselves struggling to balance objectives of their search marketing campaigns with those of competitive affiliate programs. Others are re-thinking the value affiliates contribute or wanting more incremental sales/leads from affiliates – hoping to expand into social media affiliate partnerships. We will uncover hidden truths, best practices and war stories based on years of experience. You'll leave with a list of practical, actionable tips and tricks.

### You'll Learn How to:

- **Create profitable relationships** between marketers, affiliates and affiliate networks
- Increase the number of *incremental sales/leads* coming from affiliates
- Properly *attribute leads and transactions* using a holistic measurement approach
- **Improve bottom line profit** and return on ad spend by setting new affiliate terms & rules
- **Get more qualified affiliates** into your program and *scale your affiliate manager's efforts*

# Jeff Molander

## Speaking Credentials

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**Jeff G. Molander** is an accomplished entrepreneur in the digital marketing space having co-founded a performance marketing agency that is, today, the Google Affiliate Network. He's an author, passionate speaker, business blogger, Web video publisher and CEO of Molander & Associates Inc. Jeff is widely recognized for helping business leaders build profitable businesses by challenging accepted marketing practices and sharing closely-held secrets of today's multi-billion dollar "digital middleman economy."

He's been helping entrepreneurs, investors, ad agencies, multi-channel retailers and government agencies make smart investments in digital advertising and ecommerce since 1997. Jeff is a top 5 percentile international Technology & Media consultant ranked by Gerson Lehrman Group. In 2009, he is slated to release *Ignorance Economy*, an insider's exposé that will change the way business-leaders view, use, invest and build careers in interactive marketing.

His '08-'09 speaking appearances include:

- Petróleo Brasileiro S.A. (Petrobras) Private Corporate Training, Rio de Janeiro, (6/7/09)
- The WAA's Marketing Optimization Summit, San Jose (5/12/09)
- American Gemological Society's Conclave (Annl. Mtg.) (4/3-4/09)
- Business Marketing Association (3/17/09)
- Illinois Technology Association, Chicago (2/4/09 and 2/17/09)
- Direct Marketing Association: Leaders Forum, Naples, FL (2/23/09)
- University of Chicago Graham School of Business (1/28/09)
- Department of Homeland Security/FEMA Preparedness Summit, Chicago (1/6/09)
- Search Engine Strategies, Chicago (12/08)
- Loyola University Graduate School of Business, Chicago (6 and 11/08)
- Online Market World, San Francisco, CA (10/08)
- NRF/Shop.org Annual Summit, Las Vegas (9/08) *Top Rated Session!*
- Electronic Retailing Association Europe, Monte Carlo, Monaco (6/08)
- DMA's Annual Conference for Catalog & Multi-Channel Merchants, Orlando, FL (6/08)
- Search Engine Strategies, New York (3/08)
- LeadsCon, Las Vegas, NV (2/08)

Full credentials available at  
[www.jeffmolander.com/speaking](http://www.jeffmolander.com/speaking)

## Testimonials



**Alexander Chacon**  
**CEO, European Home Shopping & Chair Electronic Retailing Assoc./Europe**

"Jeff brings a crowd-pleasing level of energy, passion and experience-based recommendations to his speaking. His message is as bold as it is useful. Challenging his audience with forward-thinking business practices, his message is easy to understand and rooted in reality-based success stories. Jeff delivers immediately applicable tips and tricks that generate results. His contribution to our annual meeting was a valuable one and collaboration with other speakers appreciated."



"Jeff's ability to engage a demanding, action-oriented audience is appreciated, refreshing and useful. B2B sales executives and management are challenged to use Web-based, performance-focused lead generation strategies that actually work. Jeff helped our group cut through the noise. He facilitated a useful discussion that included new tips and actionable 'to-do's' for our members. I highly recommend Jeff!"

**Judith Gethner**  
**Partner**  
**Zanon Group & Chair, Illinois Technology Sales Roundtable**

\*\* Full bio and headshots available upon request or visit <http://www.jeffmolander.com/speaking>