

## MARKETING MANAGER

### Suggested Schedule



DAY 1



**Audience Based Marketing**, with Mary Hartman

10:00 AM



**Shhhhh! Reddit is PPC's Best Kept Secret**, with Paula Thompson

11:15 AM



**Amazon Nerd Alert**, with Florian Nottorf

1:15 PM

*\*This session/breakout really depends on the type of AM*



**Using SEO Tactics To Improve Your PPC**, with Julie Bacchini

2:15 PM

*\*This session/breakout really depends on the type of AM*



**Writing Search Ad Copy 2019**, with Joe Martinez

3:30 PM

DAY 2



**Click to Close: Lead Generation Strategies for the Full Marketing Funnel**, with Michelle Morgan

9:45 AM



**Catapult Your Campaigns with PPC & Multichannel Marketing**, with Aaron Levy

10:45 AM



**Moving Beyond the Triopoly**, with JD Prater

12:45 PM



**Leveraging Geography for PPC**, with Carrie Albright

1:45 PM



**LinkedIn Ads**, with AJ Wilcox

3:00 PM