



## Search Me! How to Help Customers Find Your Website.

In this engaging half-day workshop, you will gain an insight into the key components of a successful search engine marketing strategy, and will leave with the outline of a successful search-marketing program for your business.

The workshop begins with a 45 minute keynote presentation during which you will learn:

- How to measure and track results
- The key ingredients of Organic Search
- How to begin a successful Paid Search program
- The importance of partnerships
- In-house or outsource – how to decide

After a short break, participants will break into groups of 8 and engage in a series of strategic planning exercises during which they will apply the principals of search marketing to their own business challenges, developing the key components of their search marketing program.

### Who Should Attend:

Managers, Entrepreneurs and marketing managers looking to drive qualified traffic to their websites, or building stronger returns from an existing search marketing program.

**Length:** 3 hours. 1 hour keynote also offered.

### AV Requirements:

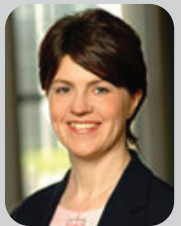
- Projector & screen.
- Internet access for presenter's laptop.
- Wireless mic preferred.

...thank you for a most informative session at the previous HTCE event (April) - I thought I was at least fairly savvy when it comes to online marketing, but have been 'humbled' by your off-hand expertise in the field...

Drew Schumacher  
*Business Development Specialist*

## Experience. Expertise.

*President of Kinetix Media Communications Ltd., Paula Skaper is an ebusiness expert with over 20 years experience. A sought after speaker, Paula is the past-President of the International Internet Marketing Association, an active member of both the BCAIM and the Vancouver Board of Trade, and a former instructor of e-Commerce at BCIT.*



Prior to founding Kinetix in January 2000, Paula held several senior management positions in media and ebusiness development firms, designing and implementing successful e-commerce, online marketing and web analytics strategies for a diverse array of businesses across North America. Her company, Kinetix Media Communications, is a leading integrated marketing and advertising agency based in Vancouver, British Columbia.

## CONTACT

*Search Me!* can be delivered as a keynote presentation or customized as a half-day workshop for your group. Contact Kinetix Media for more information or to book Paula for you next event.

Paula Skaper  
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