



Pay Per Click (PPC) Summit, Search Marketing Conference Announces Partners and Offers \$400 Registration Discount

Pay Per Click (PPC) Summit, educational search engine marketing conference announces partners of the upcoming conference in Chicago (April 22-23) where experts will teach profitable Search Marketing and Pay Per Click customer conversion strategies during 20+ in-depth training sessions, hands-on labs, personal consulting and more. PPC Summit is offering a \$400 discount for those that register by March 16th.

Pay Per Click (PPC) Summit, premier educational [search engine marketing](#) (SEM) conference is proud to announce the official partners of PPC Summit scheduled for April 22-23, 2009 in Oak Brook, IL. The conference has developed partnerships with industry leading organizations who share in the mission of providing quality internet marketing resources, education and training. The PPC Summit partners include; Adotas, Web Host Industry Review, Search Marketing Standard, Visibility Magazine, SEMpdx, Web Marketing Association, Direct Marketing Association, Business Marketing Association, Chicago Association of Direct Marketing and Anvil Media.

"PPC Summit is delighted to partner with such first-class organizations who offer the online business and marketing communities the latest in SEM resources, news and information. We share the same goals of creating an overall sense of community for online marketers, and we strive to provide quality education and training for savvy and successful search marketers," says Mary O'Brien, PPC Summit CEO and author of a new report, [Adwords Copywriting for Higher Profits](#).

PPC Summit is offering a special \$400 discount for those that register by March 16 to learn from seasoned search engine marketing experts during in-depth training sessions, hands-on workshops, networking opportunities and personal consulting. The PPC Summit experts will teach [Pay Per Click](#) campaign strategies during 20+ sessions covering: Google Adwords, Microsoft AdCenter, Yahoo! Search Marketing, keyword development, landing pages and websites, bid management, quality score, site rank and much more. PPC Summit attendees will walk away with search marketing strategies, techniques and "how-to" reference guides guaranteed to improve online marketing results.

Search marketing is quickly becoming the best customer acquisition tool in the online space, according to eMarketer. Now more than ever, marketers are keeping a watchful eye on their ad dollars, but they are choosing to allocate more budget towards search marketing because of the extended customer reach that the search engines provide. PPC Summit training is designed to help online businesses gain new business and lower cost per acquisition with paid search, contextual advertising, paid inclusion and search engine optimization.

Registration is open to anyone interested in increasing their online sales with search engine marketing and pay per click advertising (event runs from 8:00 a.m.- 5:00 p.m. April 22-23, 2009 at the Doubletree, Oak Brook, IL).

All interested participants can save \$400 upon registration online at <http://www.ppcsummit.com/overview.html?PR3> by March 16 for upcoming conferences in Chicago: April 22-23, New York: May 13-14 and Los Angeles: Sept. 24-25. Contact:

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