



PPC Summit Announces Expert Search Engine Marketing Speaker Line-Up For NY Conference May 13-14

PPC Summit introduces expert Search Engine Marketing (SEM) speaker line-up at the educational training conference in New York on May 13-14. The SEM experts will teach Pay Per Click Advertising and Search Engine Optimization best practices.

New York, NY ([PRWEB](#)) April 6, 2009 -- Pay Per Click (PPC) Summit today announced expert speaker line-upscheduled for the upcoming New York conference on May 13-14. The A list of industry experts will share knowledge and lead training sessions on how to manage profitable search engine marketing and [Pay Per Click](#) campaigns for Google Adwords, Yahoo! and MSN.

In today's downturn economy, it is increasingly important for companies to have a strong hold on their online marketing plan. [Search Engine Marketing](#) (SEM) has become one of the fastest and most effective ways to reach more customers at a lower cost per acquisition. Now more than ever, marketers are turning to search engines, such as Google, to maximize their company's visibility, drive sales and generate leads.

PPC Summit New York is the place to learn profitable internet marketing strategies from experts on the cutting edge of innovative search engine marketing. During two full days of in-depth training sessions PPC Summit attendees will discover what works and what doesn't and how to get the best placement on [Google Adwords](#). Attendees will hear from industry leaders who have years of experience, with companies of all sizes, getting top results.

The upcoming PPC Summit will be held at the Westin Jersey City, May 13-14. The full speaker line-up can be viewed online at <http://www.ppcsummit.com/speakers.html>. Here's a sneak peak:

Mary O'Brien, PPC Summit Founder and Former Yahoo! Search Marketing Director
Session Topic: Writing and Testing Ad Copy

Online advertisers need to create winning ad copy to reach more targeted customers, produce higher click through rates, rank in the top search results, improve Quality Score and lower ad costs. This session will show internet marketers how the pros do it.

David Szetela, Owner and CEO of Clix Marketing

Session Topic: Successful Content Network Advertising

Contextual targeting can be another effective channel for driving sales and increasing brand awareness when used correctly. Most advertisers don't take advantage of this ad

vehicle, but managed effectively, it can be an even greater driver of traffic and targeted leads.

Kent Lewis, President Anvil Media, Inc.,

Session topic: Balancing Organic and Pay Per Click Listing

Getting large amounts of targeted traffic from search engines is one of the key success factors for most businesses these days. But what percentage of traffic should come from the sponsored listings versus the organic ones? Which visitors convert the best and why? This workshop addresses how to get the best ROI for search engine marketing ad spend.

Mary Huffman, Co-Founder and Executive Vice President at Ionic Media, and Former Overture Director of Marketing

Session Topic: How PPC Plays in the Big Picture of All Online Marketing

Online marketers need to understand their customers and the new buying life cycle. This dynamic session will help define and address challenges: website, corporate, offline, online, maintaining brand equity, search, usability and tracking. Attendees will learn how to integrate PPC into the overall strategy, apply site usability tactics and drive conversions.

PPC Summit Media Sponsors include: Web Host Industry Review, Adotas, Search Marketing Standard, Visibility Magazine. Also PPC Summit is proud to partner with industry leading marketing organizations including; Anvil Media, Inc., New York Ad Club, Maine Marketing Association, Boston Ad Club, Direct Marketing Club of New York, Search Engine Marketing Association of Portland (SEMPdx), and the Web Marketing Association (WMA) and the Business Marketing Association. All interested participants should register by the early bird date to reserve their seat and save \$400 off the full conference pass. To attend a PPC Summit, please visit <http://www.ppcsummit.com/overview.html?pr4>.

About PPC Summit

Over the last two years PPC Summits have trained more than 3,000 advertisers on how to optimize their Search Engine Marketing and Pay Per Click campaigns. The training provides a unique environment to learn strategies and techniques, network with peers and experts and get the tools necessary to gain better results. Training consists of face-to-face discussions, technique sharing, real world best practices, case studies, tutorials, keynotes, personal consulting and more. PPC Summit 2009 conferences: New York - May 13-14 and Los Angeles - Sept. 23-24. www.ppcsummit.com.

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Contact Information

PPC Summit

<http://www.ppcsummit.com>

800-507-2958