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## **Pay Per Click Summit Presents Microsoft Keynote at San Francisco Internet Marketing Event May 19-20, 2008**

*Pay Per Click (PPC) Summit, the one stop internet marketing educational workshop covering expert strategies in Search Engine Optimization (SEO), Pay Per Click Advertising (PPC Management) and Search Marketing, presents Microsoft, Business.com and other industry leaders in discussions on Successful ROI Techniques for Online Advertising Strategies in San Francisco on May 19-20.*

San Francisco, CA ([PRWEB](#)) April 16, 2008 -- Pay Per Click Summit internet marketing workshop leader, today announced that Microsoft and other industry experts will present exclusive search marketing content for improving online advertising ROI at the upcoming San Francisco Summit on May 19-20. The Keynote features Microsoft's Jorie Waterman who will present "Keyword Research and the Campaign Lifecycle" on Monday, May 19 at 8:30 a.m.

A seasoned [search marketing](#) expert, Waterman is from the Microsoft Keyword Services Platform team. She joined Microsoft's adCenter as a Lead Program Manager in 2007 and has been in the interactive marketing world for over a decade working client-side, agency-side, and now with a search engine. PPC Summit attendees will learn about the Microsoft Keyword Services Platform (KSP), how to access KSP data using the adCenter and how it can be used at each stage of the campaign lifecycle. Other exclusive search marketing techniques will also be shared with attendees during this educational internet marketing session.

"The San Francisco Summit will introduce experts from Microsoft, Business.com, Google and more as they discuss effective keyword techniques, search analytics and strategies to help online advertisers gain better ad placement at the lowest cost," said Mary O'Brien PPC Summit Chairman. "Attendees will be taken step by step through [internet marketing](#) tools and see specific scenarios for opening up new online advertising possibilities. Our expert trainers bring a broad industry perspective coupled with hands on knowledge of online advertising technologies and Pay Per Click techniques," said O'Brien. "During the two-days packed full of exclusive content, trainers share expert SEM strategies and practical insights to increase Pay Per Click and Search Marketing conversions."

The workshop sessions are designed to connect internet advertisers with profitable insider search engine marketing strategies during interactive how-to sessions. Attendees will learn how to increase their sales and make more money with [pay per click advertising](#). To learn more about this expert search marketing information and start receiving insider tips, please go to <http://www.ppcsummit.com/?prweb> and sign up for the "Secrets Revealed" email newsletter.

Attendees will have the opportunity to network and learn about new technologies from industry leaders such as Engine Ready, Clicktracks, Microsoft and the Direct Marketing Association of Northern California. PPC Summit is also pleased to partner with regional marketing associations including the San Francisco Ad Club, Ecommerce Merchants (ECMTA), Sacramento Advertising Club, Ecommerce Catalog Club of Northern California, Search Engine Marketing Association of Portland (SEMPdx), Las Vegas Interactive Marketing Association and the Web Marketing Association (WMA).

These events fill up fast! All interested participants should register by the April 28 early bird date to reserve their seat and save \$200 off the full conference pass. Registration is now open online

at <http://www.ppcsummit.com/?prweb>. Any questions regarding the meeting can be directed to <mailto:press@ppcsummit.com>.