



## Pay Per Click Summit Los Angeles September 25–26, 2008

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### Pay Per Click (PPC) Summit LA Announces New Agenda Geared to Boost Marketing Return on Investment

Los Angeles, CA (PRWEB) -- Pay Per Click (PPC) Summit, the leading Search Engine Marketing (SEM) conference today unveiled the new agenda for the Los Angeles Summit taking place on Sept 25-26, 2008. With so many companies reporting marketing budget cuts this year, marketers are moving their spending from traditional campaigns to online marketing tactics to save money and increase results. PPC Summit LA will address the factors that will help marketers integrate search engine marketing into their overall marketing plan and how-to strategies for better results. Sessions will cover hot topics such as: *A Complete Overview of Search Engine Marketing*, *Improving Quality Score for Better ROI*, and *All You Need to Know to be a Successful Google Adwords Advertiser*. PPC Summit is offering a \$200 early bird discount for those that register by Sept.18.

The PPC Summit trainers will introduce cutting-edge SEM technologies, solutions and resources for increasing marketing return on investment. Attendees can expect to gain practical, actionable knowledge from leading experts as well as acquire key strategies for search engine marketing campaign success. PPC Summit LA offers presentations and discussions from well-known thought leaders and industry executives from Business.com, SiteTuners, Enquiro Search Solutions, ContextWeb, Ionic Media, Lyris, Engine Ready, Lutze Consulting, Alteract Marketing, Clix Marketing, Adapt Technologies, Microsoft, Google and more.

The conference sessions will focus on the money making potential in Search Engine Optimization, Pay Per Click and Content-Based advertising for the 100+ business owners and marketers in attendance. Trainers will share their best kept secrets for managing more effective ppc campaigns, contextual advertising tips, quality score tricks, effective keyword development and bid management strategies and more.

PPC Summit is dedicated to providing advertisers with the newest and best solutions for performance based marketing. One of the hot new topics this year is contextual advertising. Industry estimates put the number of ad networks close to 300 and ContextWeb, one of the industry leaders, is scheduled to discuss contextual advertising in the session, "Why Content Based Advertising Matters" on Sept. 25 at 11:45 a.m. "We are looking forward to meeting the PPC Summit attendees and discussing the opportunities surrounding contextual advertising and how content-based ads can be an integral and additional part of an effective performance strategy." says Biff Burns, Marketing VP for ContextWeb/the ADSDAQ Exchange.

PPC Summit LA will bring together marketers, managers, account executives, designers and web masters with expert trainers who have years of experience managing successful campaigns on Google, Microsoft adCenter, Yahoo! Search Marketing and more. The trainers will offer insider strategies to help online businesses increase their Search Engine Marketing return on investment. More details on the Agenda are available here <http://www.ppcsummit.com/agenda-los-angeles.html>.

Current sponsors include: Business.com, Microsoft, Lyris, ContextWeb/the ADSDAQ Exchange, Engine Ready, Adapt Technologies, OrangeSoda, Web Host Industry Review, PR Web and Search Marketing Standard.

PPC Summit LA will be held on Sept. 25 - 26, 2008 at the Omni Hotel Los Angeles. Seats are

limited to ensure a maximum learning environment for attendees. All interested participants can register online at <http://www.ppcsummit.com/overview.html?PRWEB1> by the early bird date, Sept. 18 to save \$200 off two day rates.

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