



Search Marketing Strategies 2010

Torsdag den 4. februar
IT Universitetet

Online tilmelding:

www.searchkonferencen.dk



Oplev blandt andre

Search Marketing Strategies er FDIHs årlige konference om search & search marketing

Konferencen fokuserer på tendenserne inden for search - nu og i fremtiden.

Igen i år vil der være forskellige spændende internationale samt nationale talere med fingeren på pulsen. Programmet for 2010 byder bl.a. på best practice aspekter af social media.

Deltag i konferencen og få

- Værdifulde råd fra internationale erfarne search eksperter
- Ny viden om strategier, teknikker og muligheder
- Overblik over trends og fremtidige retninger indenfor search, og hvordan du kan bruge disse
- Bedre kendskab til succesfulde online modeller og nøglen til deres vækst



Mike Moran
Chief Strategist



Peter Maxmin
Director for Online and Bing Search, EMEA
Microsoft Corp



Rob Key
CEO
Converseon



Anders Hjorth
CEO
Outrider EMEA

Dato 4. februar 2010 klokken 9-17

Sted IT Universitetet
Rued Langgaards Vej 7
2300 København S

Pris (ekskl. moms) FDIH medlem 1.900,00 kr
Andre 3.500,00 kr

Tilmeldingsfrist 1. februar 2010 klokken 12

FDIH - Foreningen for Distance- og Internethandel

Børsen - 1217 København K

7225 5601 - kontakt@fdih.net - www.fdi.net

Konferencen arrangeres i samarbejde med

fast
A Microsoft Subsidiary

OMNITURE
An Adobe company

OUTRIDER
| experience relevance



Search Marketing Strategies 2010 Program

09:00 **Velkomst / Welcome**

Morten Kamper, Director, FDIH

09:10 **Social Media from the Inside-Out**

Rob Key, CEO, Converseon

Social media engagement can often be technically simple, but culturally difficult. While much social media discussion revolves around the latest tactic or "viral video," the most successful social media initiatives are becoming an engine for organizational transformation. This session will focus on best practice approaches being utilized at some of the world's leading brands to infuse the value of social media across the enterprise – ranging from marketing/communications, R&D, customer service, and more.

09:45 **Beyond Blue Links**

Peter Maxmin, Director for Online and Bing Search, EMEA, Microsoft

This session will look at search trends amongst consumers and changes in the search landscape and how they have influenced the way in which Bing has been developed.

10:15 **Pause / Break**

10:40 **The Three Keys to International Search Marketing**

Mike Moran, Chief Strategist

Lots of companies have products that can be sold outside their home country, but search marketing makes it easier than ever. Focus on what customers want, what content you need to persuade them, and how they can find it - those three keys will give you search marketing success in any country. If you've been unsure of whether you have what it takes to market globally, don't miss this chance to find out.

11:10 **After the Click - Conversion Optimisation**

Clancy Childs, Lead Sales Engineer, Google

While the online marketing community has made great strides in understanding and optimizing search and social marketing campaigns, many ecommerce websites fail to convert substantial numbers of visitors into buyers. Google has been working to understand the levers behind conversion rates and what makes some sites more successful in maximising their conversion rates. This presentation will cover what has been learned and the tools and methods that can help increase the conversion rates on websites.

11:45 **Propulsion: Leveraging the value of paid media**

Anders Hjorth, CEO, Outrider EMEA

In the online media landscape we have for a long time focused on paid media. Paid Search is a dynamic area and Natural Search has been overlooked. The same applies to Social Media. In this presentation we will demonstrate how a focus on owned and earned media can leverage the value of Paid media.

12:15 **Frokost / Lunch**

13:15 **Taking a competitive approach to optimize your organic and paid search campaign through automated analysis and bid recommendations**

Tim Waddell, Director, Product Marketing, Omniture BU, Adobe Systems Incorporated

13:45 **Web 3.0: How the Semantic Web will revolutionize Search Marketing and eCommerce**

Markus Linder, CEO, Smart Information Systems GmbH

Get an overview about how the Next-Generation-Web will revolutionize Search Marketing by enabling marketers to position their offerings in a much more targeted way on the web. Marcus will show which impact Semantic-Web-Search-Engine-Marketing and Semantic-Web-Advertising will have on your business and will explain how online shops can use Semantic Web technologies already today to improve their conversion rate by means of semantic on-site-search and guided selling solutions.

14:15 **Pause / Networking break**

14:45 **Speaker to be announced**



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15:15 **Fra strategiske overvejelser om en global SEO strategi til lokal operationel implementering**

Niels Kryger, Market Communications & e-Business, VELUX A/S

Ofte gennemføres strategiske beslutninger med en stærk overordnet kontrol, og dermed risiko for tab af lokale præferencer og behov. For VELUX har det været en udfordring, at skabe en platform for virksomhedens ca. 40 selskaber verden over og forankre en forretningsmæssig forståelse for søgemaskineoptimering. Hør hvordan VELUX har opbygget et grundlag for en fælles international SEO strategi samtidig med at lokale kompetencer, engagement og muligheder styrkes.

15:45 **Branding Is Dead, Long Live Branding**

Anand Vengurlekar, Managing Director, Stoic

We are entering a new digital age when mobile internet and proximity services means that the very definitions of branding that have driven marketing over the last few decades are changing. What are the new rules? How can they be applied? And what should we discard in this new era?

16:15 **Final remarks**

Morten Kamper, Director, FDIH

Workshops

Sideløbende med konferencen afholdes følgende workshops

10:30 - 12:00 **Local Search Paneldebat**

Moderator: Martin Stahl, Stahl & Co

Paneldeltagere: Jens Andersen, MobilePeople A/S, Rico Gade, Google & Claus Thor Nielsen, Eniro

Udviklingen indenfor local search er stort, men hvordan skal virksomhederne anvende local search og mobile search? FDIH har inviteret eksperter på området til en paneldebat om de vigtigste tendenser. Deltag i paneldebatten og få indblik i:

- Hvilken rolle vil lokal søgninger spille i fremtiden?
- Hvor er det danske marked i dag?
- Hvordan kan virksomhederne udnytte local search til bedre at ramme målgrupper?

Workshop sponsor



13:00 - 14:30 **Så meget mere kan I tjene ved at ligge nr. 1 i Google**

Sebastian Gullak, Partner, Deducta

En førsteplads i Google på de rigtige søgeord, er meget værd for forretningen! Men hvad kræver det at opnå og fastholde en førsteplads i Google? Hvordan estimerer, værdifastsætter og måler du effekten af søgemaskineoptimering, og hvad vil det betyde for din trafik, konvertering og omsætning? Disse spørgsmål får du svar på i denne workshop, hvilket giver dig en dybere og mere strategisk forståelse for SEO, så både du og ledelsen får indblik i, hvor vigtigt SEO er for forretningen som helhed. (Deltagere på denne workshop, modtager en check-liste til Strategisk SEO).

Workshop sponsor



14:45 - 16:15 **Search Around the World – how to go global**

Anders Hjorth, CEO, Outrider EMEA

One of the big promises of the Internet was to “even the playing field”: everyone has equal chances, and the world is an open book. In reality, taking ecommerce and even marketing campaigns across language borders and national borders is a complex issue. In this session we will walk you through some of the main “Internet & Search markets” in Europe and abroad, we will also propose a concrete market prioritisation strategy you can apply on your own internationalization approach.



Search Marketing Strategies 2010

Talere



Rob Key

CEO, Converseon

Founded Converseon in 2001 to provide new, innovative communication solution for the changing landscape of digital communication. His belief that markets were "conversations" grows from his twenty years of experience spanning public relations, reputation management, search marketing, affiliate marketing and online media/advertising. Rob is a frequent speaker at a range of leading industry conferences, including OMMA, ARF and Jupiter Media's Search Engine Strategies Conferences (SES), to help evangelize his message of creative communications innovation.



Peter Maxmin

Director for Online and Bing Search EMEA, Microsoft

Peter Maxmin is the Director responsible for Bing Search as well as Microsoft's Online network across EMEA. Peter joined Microsoft in 2005 heading up Marketing to advertisers for MSN and Windows Live across EMEA. In 2007 he became the Product Marketing lead for MSN, Europe's #1 portal, and then became the Director for Search, spearheading the business effort around Live Search and subsequently the launch of Bing across Europe. Peter holds an MA from Cambridge University and MBA from INSEAD.



Mike Moran

Chief Strategist

Mike Moran is an expert in Internet marketing, search technology, Web personalization, and Web metrics, who regularly makes speaking appearances. He is the co-author of the best-selling 2005 book Search Engine Marketing, Inc. and the author of the acclaimed Internet marketing book, Do It Wrong Quickly: How the Web Changes the Old Marketing Rules. Mike also writes the Biznology newsletter and blog, and columns for Revenue Magazine, Search Engine Guide, Internet Evolution, and WebProNews. Previously Mike spent 30 years at IBM leading IBM.com's global search efforts.



Anders Hjorth

CEO, Outrider EMEA

Anders was one of the co-founders of Relevant Traffic a leading European search marketing agency. He launched the French operation using Relevant Traffic's technology platform and his own online marketing experience from the local internet sector. He later participated in the European roll-out and was involved in opening several new subsidiaries. More recently Anders was responsible for the service offering of Relevant Traffic and managing a team of webmarketing experts across Europe.



Clancy Childs

Lead Sales Engineer, Google

Clancy Childs is the Lead Sales Engineer at Google Europe, Middle East and Africa for conversion and analytics products. He has worked with many of Google's advertisers to help them improve their conversion rates and website usability. He has previously worked on other Google products including AdSense, Maps, Apps (Gmail) and Checkout. Prior to joining Google, Clancy was one of the first web programmers hired by McCann Erickson at McCann Interactive / Thunder House New York. Later, he was Director of IT and Product Manager for VOIP for McGraw Communications. He holds an MBA from London Business School.