

The Changing Landscape of Digital Marketing

Thursday 7pm, March 9

The Treehouse at Basement Systems
60 Silvermine Road, Seymour CT

The Treehouse Internet Group invites you to attend as our guest, free of charge. Come see two long-time digital marketing experts, Gregg Stewart and Rick Cleri, present on the changing landscape of digital marketing. Hot and cold appetizers, beer, wine and soft drinks included.

Gregg Stewart presents: The Changing Landscape of Search

By 2020, 50% of searches will be conducted via voice according to Bing. And with voice search, it's not about being on page one anymore, because there is only one result. Also, Mobile's increasing share of searches requires new methods of attribution from geo-fencing to call scoring and disposition. In his talk, Gregg will discuss these rapidly emerging areas that digital marketers can leverage to stay current with the ever changing landscape of search.

Rick Cleri presents: Conversion - It's Not as Complicated as We Make It

Over the last 12 years, Rick has developed tools to help convert web visitors into leads and sales. Between the systems developed and the way he thinks about the customer, you're sure to walk away with a new perspective on your own tactics.

BIOGRAPHIES



Gregg Stewart's background is in founding and growing specialized marketing/advertising agencies that leverage changes in the media landscape. He currently works with advertisers & agencies to leverage and optimize marketing opportunities across the digital engagement path. For 20 years, he has been focused and committed to answering the question on every advertiser's mind; how to best manage the evolution of consumer usage across traditional and digital media. In his spare time, he writes on the topic of Local & Mobile Search as the "Local Marketing Expert" on Clickz.com and Search Engine Watch.



Rick Cleri has been in the SEO field since 1996 working primarily on organic search. Rick's main focus in the Treehouse has been around putting systems in place to adapt with the ever changing internet landscape.



SEMNE is a regional association of search marketers who gather to exchange information, network, and share a drink or two. Unlike national search marketing associations, SEMNE provides you with a chance to meet with your peers on a regular basis in person. Our events cost less than national conferences and are scheduled more frequently. Meeting topics include natural search, paid search, social media, online public relations and Internet marketing. We recruit speakers from the national circuits. Each event includes a cocktail hour for networking with your peers. If you have been looking for a good excuse to get away from your computer and meet your peers in the search marketing industry, join SEMNE.



The Treehouse Internet Group, a fast-growing digital marketing agency, operates out of one of Connecticut's coolest work environments – an office space designed to look like an actual treehouse! The Treehouse consists of a diverse and talented group of individuals who thrive on creativity and collaboration, and this is a workplace that encourages ideas and growth. With an atmosphere that feels a world away from the corporate life, it's not hard to see why we've been named one of the best places to work in Connecticut three times!

