

From: Association of Strategic Marketing Live Webinars
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Subject: Free Webinar - The Secret Weapon for Successful Search, Marketing and PR: Creating Groups

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Live Webinar

The Secret Weapon for Successful Search, Marketing and PR: Creating Groups

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By:

May 5

1pm ET

With online consumers constantly being bombarded by corporate adverts and messaging, they are relying more and more on recommendations from friends, groups of people and data sources that they feel they can trust. To understand a user's circle of trust, one must cut through the advertising hype and give the consumer the assurance they need to act. But where do you get the data you need to do this? Dixon Jones of Majestic, creators of one of the largest privately owned search engines, will explain how hundreds of thousands of marketers around the world are using data to better understand who is connecting to their brand and their competitor's brands online. He will show you how understanding these connections leads directly to better, more targeted marketing and ultimately, results.

- Find out how search engines group data for faster, cleaner results
- Understand how the principal of grouping helps to better target prospects
- Discover how narrow, laser-like communications increases customer retention, loyalty and advocacy
- And more!

Key Agenda Points

- Find out How Search Engines Group Data for Faster, Cleaner Results
- Understand How the Principal of Grouping Helps to Better Target Prospects
- Discover How Narrow, Laser-Like Communications Increases Customer Retention, Loyalty and Advocacy

- And More!

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Dixon Jones
Majestic

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