



**4TH ANNUAL
DIGITAL MARKETING CONFERENCE**

#UTAHDMC

Welcome to the 4th Annual Utah Digital Marketing Conference.

Around 2007, Elisabeth Osmeloski and Jordan Kasteler hatched this crazy idea about creating a local event organization over lunch at Market Street. A few short years later this idea was born, a local marketing association, but with national flavor that would bring in the speakers people would spend thousands in total to see all across the country, but bring them to Salt Lake City at a price anyone could afford, feed them, maybe even have an open bar or two, deliver tremendous value, and educate the shit out of them.



Elisabeth Osmeloski

Mind you, before **SLC|SEM** came along, if you lived in Utah and you wanted to get additional education or network in the SEO space, you had to go out of town, pay for your flight, hotel, meals and more. So while that is still an excellent way to continue one's education, it gets expensive, and prohibitive for many local companies to send everyone who would like to attend. (not to mention internal jealousy at offices from people who did not get to go)

In 2011 the work began. Elisabeth, with the help of Ryan Hutchins, and Ryan Nadeau forming the original board (along with the help of a few others), SLC|SEM was born and launched as a non-profit with the financial support of many local agencies as sponsors.

On October 29, 2011, SLC|SEM had our very first introductory meeting with over 180 people in attendance. I remember being there and being in awe at how awesome the event was, and the promise of what was to come for the Salt Lake City marketing community, and it's been an awesome ride ever since.



So, here we are, seven years and 75 events later, at our 4th annual conference knowing that in the last seven years we have been lucky to have helped educate over 4,000 people who have walked through our doors. It's hard to believe how far we have come. I still find myself in awe, and I am even more excited today to see how we will grow in our latest chapter, especially now that we have re-branded ourselves as the **Utah Digital Marketing Collective**.

As the Utah Digital Marketing Collective, we find ourselves being able to focus on all areas of the digital marketing landscape, rather than focus as much as we did on search marketing in years past. Search (SEO) still runs through our blood, but we know that Utah has a desire to learn about all that lives under the hood of digital marketing. Whether that be content marketing, PPC, video, podcasting, marketing automation, social media, attribution, and the list goes on and on. Point being, we will continue to bring Utah the best in digital marketing education, period!

Our goal is to create a community of like-minded individuals and practitioners in the digital marketing space where we all come together and learn from each other. While we love to bring in national speakers, we also want to focus on the local talent here in Utah, and give them a place to shine and share their knowledge. The more we learn from each other, the more we become an actual collective of the smartest minds in digital marketing.

Over the past seven years, we have had an incredible journey, and none of what has happened could have occurred without the unreal support, creativity, and serious dedication of our board of directors.

Paxton Gray, Bryan Phelps, Bryant Garvin, AJ Wilcox, Alisa Gammon, April Nuttall, Jake Hoopes, Kevin Phelps, Tiffany Rhodes, and David Malmberg. Not to mention, the continued support and guidance we receive from SLC|SEM co-founder, Elisabeth Osmeloski. Thank you to the entire board for busting your ass every month to build something we can all be proud of, and do what's right for our community, or shall I say our collective?

Most of you may not know this, but as a non-profit, we run this organization 100% on donated time and effort. We all have jobs or own a business, just like you. None of us on the board draw a dime, and we invest every additional bit of revenue we generate into creating better events and bringing in excellent speakers from around the country. We do this for the love of our industry, and our community, and we are just getting started!

This conference (DMC we originally called it) was the brainchild of David Malmberg, our most recent president. That first event in 2015 was fantastic, and we learned a lot about how to create a successful conference that our community would benefit from. In 2015 (our first year) we had 296 in attendance, in 2016 325 came, and in 2017 we had 303 in attendance, and now that we are on number four, I am stoked to say we have over 450 tickets sold (as of this writing). All I can say is, WOW! Pretty awesome growth!

Thank you to Paxton Gray who led the conference team this year to help secure some of the best speakers we have had to date. **Thank you** to Dustin Nay who worked tirelessly with the theatre here and our A/V crew to make sure what you see here today goes off without a hitch! **Thank you** to our volunteers who are checking our guests in, stuffing swag bags, & guiding our guests where they need to be. **Thank you** to all of our incredible sponsors. **Thank you** to all of our speakers for coming in from all over the country. **This conference would not have been possible without all of you!**

And a final thank you to YOU, our attendees. Thank you for spending your money to come to our conference, and trusting us to put on this year's event for you.

Welcome to the Utah Digital Marketing Collective!

I look forward to seeing you future Utah DMC events!

Darin "Doc" Berntson
President, Utah Digital Marketing Collective
Twitter/Instagram/Facebook: @iGoByDoc
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AGENDA

	STAGE 13	STAGE 19
8:00 AM	Check-in & Cinnamon Roll Assortment / Juice / Coffee	
9:00 AM	Welcome	
9:10 AM	Larry Kim (Opening Keynote) - Page 6	
10:10 AM	Sam Hirbod - Page 10	Sangram Vajre - Page 14
10:50 AM	Kellie Gibson - Page 11	Heather Coonan - Page 15
11:30 AM	Joel Klettke - Page 11	Amy Bishop - Page 15
12:05 PM	Lunch	
12:30 PM	Bonus Session from Mikel X. Chertudi (Stage 13) - Page 12	
1:15 PM	Jim Yu (After Lunch Keynote) Page 7	
2:15 PM	Marie Haynes - Page 12	Carrie Albright - Page 16
2:55 PM	Adam Buchanan - Page 13	Kirk Williams - Page 17
3:35 PM	Bart Sharp - Page 13	JD Prater - Page 17
4:15 PM	Rand Fishkin (Closing Keynote) Page 7	
5:00 PM	Sponsor Giveaways - End of Conference - Networking After Party Begins in Emperitas / Utah DMC Lounge	

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2018 KEYNOTES



LARRY KIM

10 Facebook Messenger & Chatbot Marketing Hacks of All Time 9:10 AM - Stage 13

Larry Kim is the CEO of MobileMonkey, a chatbot building platform for marketers that enables mobile messaging between businesses and customers via Facebook Messenger. He's also the founder of WordStream, the World's top PPC marketing software company.

Larry was voted the most influential PPC expert in 2015, 2014 and 2013 according to the PPC Hero Blog. In 2015 Larry also won Search Marketer of the Year Awards from the US Search Awards and Search Engine Land. Previously he and won a spot in the ClickZ Digital Marketing Hall of Fame and Small Business Influencer Award. He was also the top columnist for all of Search Engine Land in 2013 and is the Most Influential Search Engine Marketer of 2014 and most retweeted SEM according to 3QDigital.



JIM YU

**Search & the Customer
Experience: Utilizing AI to Drive
Continuous Performance**
1:15 PM - Stage 13

Jim is the founder and CEO of BrightEdge. In the past eight years, Jim has built BrightEdge into a global business that is the trusted enterprise standard for content performance marketing. Jim is a well-known digital-marketing expert who speaks at conferences, such as Share, Dreamforce, Adobe Summit, and SMX.

SESSION DESCRIPTION

Yu will share insights into the key drivers behind AI adoption such as the need for intelligent automation, data-driven insights, personalization, & the customer experience. **Session details** will focus on how marketers can utilize AI to make smarter and faster decisions to deliver compelling customer experiences that perform. **Key takeaways** include practical case studies that showcase how smart marketers are already leveraging AI to drive the convergence of content and SEO and boost performance.



RAND FISHKIN

SEO in 2018
4:15 PM - Stage 13

Rand Fishkin is the founder of SparkToro and was previously co-founder of Moz and Inbound.org. He's dedicated his professional life to helping people do better marketing through the Whiteboard Friday video series, his blog, and his book, *Lost and Founder: A Painfully Honest Field Guide to the Startup World*. When Rand's not working, he's most likely to be in the company of his partner in marriage and (mostly petty) crime, author Geraldine DeRuiter. If you feed him great pasta or great whiskey, he'll give you the cheat code to rank #1 on Google.

SESSION DESCRIPTION

What's changed in how people search the web, and how search engines serve results (and what that means for marketing)



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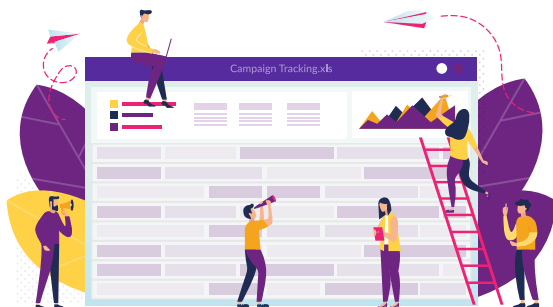
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*WINNERS CAN PICK UP THEIR SWORD FROM US AT THE DMC LOUNGE

STAGE 13 SPEAKERS



SAM HIRBOD

The Future of Content and how to prepare for it 10:10 AM - Stage 13

Sam Hirbod, Principal Agency Strategist at HubSpot, is an expert in inbound marketing, business strategy, and account management. He's coached 1 000+ organizations within the public and private sector, helping them grow better by translating business cases into sustainable action plans.

SESSION DESCRIPTION

The Future of Content - What does the future of content look like and how do you prepare for it? In this session, ongoing and future content trends are turned into easily actionable insights which prepare you and your organization for the future of content. You will learn how to make the most out of your content by: targeting your ideal customer, working with influencers, learning the latest and future content trends, how you can easily get started and more.



KELLIE GIBSON

Featured snippets: From then to now, volatility, and voice search
10:50 AM - Stage 13

As one half of the research team at STAT Search Analytics, Kellie has spent the last three years scouring the SERPs and writing about what she finds. With mountains of data and a penchant for words, she produces highly detailed research to help SEOs better understand their unique search landscape.

SESSION DESCRIPTION

Still a large, first place presence on the SERP, featured snippets heighten site visibility and help digital assistants do their thing – but are they a viable strategy for SEOs? In her talk, Kellie will walk you through the evolution of featured snippets, their stability on the SERP, and their close relationship with voice search. By the end, you'll know what it takes to snag snippets, why you're likely to hang onto them for the long haul, and how they can be optimized for spoken queries.



JOEL KLETTKE

10 Conversion-Killing Copy Mistakes (And How to Fix 'Em)
11:30 AM - Stage 13

Joel Klettke is a conversion copywriter and consultant. He runs Business Casual Copywriting, where he's helped clients like HubSpot, InsightSquared and WP Engine turn more visitors into customers.

SESSION DESCRIPTION

Struggle to write effective copy -- or even get started writing at all? Not seeing the conversions you want? You're not alone -- writing persuasive copy is hard!

In this session, I'll share 10 of the most common mistakes I see businesses making with their website, email, and ad copy – and how to avoid falling into the same pitfalls.

You'll leave with a new bag of practical tactics and tricks you can apply right away to make your website copy stronger.



MIKEL X. CHERTUDI

**Trends, Issues, and New
Approaches to Digital Marketing
& Experience Data**
12:25 PM - Stage 13

Bonus Lunchtime Presentation

Mikel X. Chertudi is the Co-founder & CEO of Strala.

SESSION DESCRIPTION

Today's digital marketers face significant challenges in analyzing ROI and creating personalized experiences at scale due to marketing data silos, disparate marketing systems, and insufficient insight. Join us in this lunch-time presentation covering:

Latest research & trends at the intersection of customer experiences, digital, technology, and data
Revolutionary new approaches to improving marketing big data, ROI & attribution, personalization, and AI
How to scale marketing with data consistency and pre-defined standards

Strala will also publicly unveil its new Experience Data Platform



MARIE HAYNES

**Google's Quality Raters'
Guidelines**
2:15 AM - Stage 13

Dr. Marie Haynes is someone who is completely obsessed with understanding how Google's algorithms work. Her growing company, Marie Haynes Consulting, works primarily to help websites perform better, especially after suffering a traffic drop. Marie regularly speaks at events like Pubcon and SMX."

SESSION DESCRIPTION

Core algorithm updates, and how to diagnose traffic drop issues that coincide with these updates.



ADAM BUCHANAN

How to do Influencer Marketing the Right Way to Grow Your Brand

2:55 PM - Stage 13

For the last 10 years, Adam has helped brands such as Cabela's and Columbia Sportswear build their social media and influencer marketing strategies to help grow their business. He's worked with companies in consumer goods, retail, tourism, and healthcare. He focuses on helping brands build trust with their audience and shares these strategies on his podcast The Marketing Trust. He is a public speaker and covers digital marketing, social customer service, and influencer marketing topics.

SESSION DESCRIPTION

Learn how to select the right influencers for your brand. Adam shares the right way to reach out to influencers that won't turn them off. Learn how to identify advocates for your brand that can also be impactful influencers. Learn how to manage an influencer program and measure success.



BART SHARP

Making the switch to a digital-focused marketing approach

3:35 PM - Stage 13

Bart Sharp is the senior vice president of marketing for the Utah Jazz. In this role, he oversees media and promotions, creative services, digital services, customer analytics and research, and youth programs.

Bart joined the Larry H. Miller Group of Companies in December 2009 as an account director for Saxton Horne Communications, with his primary focus on the Larry H. Miller automotive dealerships. He has also served as the Vice President of Buying and Marketing for Fanzz Sports Stores, Vice President of Marketing Services for Larry H. Miller Sports & Entertainment, and as general manager of the NBA G League's Salt Lake City Stars during the team's inaugural season in Salt Lake City.

STAGE 19 SPEAKERS



SANGRAM VAJRE

How to market and sell like a category leader?
10:10 AM - Stage 19

Sangram Vajre is the Co-Founder & CMO of Terminus. He has quickly built a reputation as one of the leading minds in B2B marketing. Before co-founding Terminus, a SaaS platform for account-based marketing, Sangram led the marketing team at Pardot through its acquisition by ExactTarget and then Salesforce.

SESSION DESCRIPTION

How can your company rise to the top in its category? In this session, Sangram Vajre, Terminus Co-Founder & CMO, author of Account-Based Marketing For Dummies, and founder of #FlipMyFunnel will share some of the unique challenges of category creation. Sangram will discuss lessons learned and provide the audience with solid takeaways to win the race in building your category for your business..



HEATHER COONAN

Break Through PPC Optimization Walls with Marketing Automation 10:50 AM - Stage 19

Heather is an entrepreneur, author, international speaker, & ex-roller girl. She founded HDC Digital, a Phoenix-based digital & demand marketing agency revolutionizing the way companies think about and approach growth. Heather has served in digital marketing roles both in-house and agency-side, spanning the full funnel, across many verticals, both lead generation and ecommerce.

SESSION DESCRIPTION

PPC is a great tool for fast, measurable growth, but there are limits to optimization before you hit diminishing returns and paid channel growth stalls. Enter marketing automation. Integrating marketing automation into your strategy enables you to continue to grow and improve the performance of your paid campaigns. We'll walk through tips and tricks to improve funnel conversion rates, get more out of your paid campaigns, and measure in-funnel activities.



AMY BISHOP

Advanced Excel: DIY SEM Tools 11:30 AM - Stage 19

Amy has built and implemented multichannel digital strategies for a variety of companies spanning several industry verticals from start-ups and small businesses to Fortune 500 and global organizations. Her expertise includes e-commerce, lead generation, and localized site-to-store strategies. Amy recently launched Cultivative, a performance marketing agency.

SESSION DESCRIPTION

Join this session to learn how to put Excel to good use. We aren't just talking about useful formulas - we will be using formulas and other Excel features to create our own tools. We'll build tools to optimize campaign results, identify opportunity areas, and improve reporting. Leaving this session, you'll not only have a new set of tools at your disposal but you'll be empowered to iterate and create new tools of your own!

STAGE 19 SPEAKERS



CARRIE ALBRIGHT

**Less Programmatic Jargon, More
Programmatic Action**
2:15 PM - Stage 19

Carrie is an Associate Director of Services at Hanapin Marketing, where she's spent thousands of hours specializing in all things marketing. Her clients range from airlines and retail to hospitality and insurance. Carrie is passionate about fostering innovative tactics and strategies for Hanapin's clients. As a contributor to PPCHero, as well as regular blogger for Search Engine Land, Carrie enjoys any excuse to stay on the cusp of innovative digital marketing approaches. She is a frequent webinar host and public speaker, pairing with such co-hosts as Larry Kim, Brad Geddes, Kissmetrics, Google, Bing, and Moz. Additionally, Carrie has presented at Hero Conf, SMX East, Click Z, and State of Search.



KIRK WILLIAMS

When Good PPC Goes Bad

2:55 PM - Stage 19

Kirk is the owner of ZATO, his Paid Search & Social PPC micro-agency of experts, and has been working in Digital Marketing since 2009. In 2017, he was named the #4 Most Influential PPCer in the world by PPC Hero and has written articles for many industry publications. He is also an avid conference speaker, having traveled across the US and UK to talk about Paid Search.

SESSION DESCRIPTION

In order to achieve joyous acclamations of success, we PPCers need to nail all the audiences, we need to automate all the bids, and we need to test all the ads. But what happens when your PPC account still fails... even though you've done everything right? In this session, we will discuss how to identify when a greater problem than poor PPC management exists in an account, and how to solve for that problem.



JD PRATER

Omni-Channel Analytics: Facebook's View of the Entire Customer Journey

3:35 PM - Stage 19

As the Director of Growth Marketing at AdStage, JD stewards over full-funnel marketing strategy, including demand generation, advertising, and content marketing. Voted among the top 25 most influential PPC experts in 2017, JD regularly contributes to top marketing industry publications, speaks at PPC conferences, and co-hosts the weekly PPC Show podcast.

SESSION DESCRIPTION

In this session, JD's going to provide a few examples of some powerful Facebook Analytics reports. Ultimately, he'll help you understand how to measure audience behavior across both devices and channels, including your app and website, to optimize conversion and retention. Attendees will walk away knowing: How to Tie Facebook Activity to Revenue by Building Funnels in Facebook Analytics and more!

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MARK YOUR CALENDARS

Our events take place on the third Wednesday evening of each month. Our attendees have the chance to gain world-class tactics and knowledge from some of the top marketing experts in the nation and have the opportunity to discuss key challenges with colleagues or other professionals in their field. Mark your calendar today so you don't miss out on the upcoming events!



PRESENTS

The Only Metric That Matters (Lifetime Value)



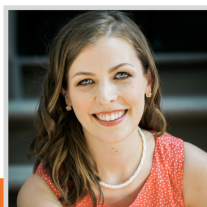
Wednesday, September 19, 2018
Adobe Campus

Luciano Pesci, PhD
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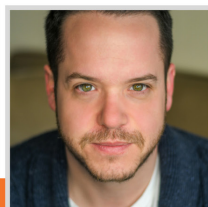


PRESENTS

The Power of Podcasting to Build Your Brand



Jessica
Rhodes



Justin
Schenck

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<p>An individual membership gets you access to all educational and networking events throughout the year. You'll also get VIP discounts to any partner events, tools, and services that Utah DMC is involved with. (Note: individual memberships are not transferable.)</p>	<p>Our members create innovative thinking shared across companies and stakeholders. Our corporate members enable participation for their employees for the benefit of their organization.</p> <p>Corporate memberships are great for agencies and in-house teams interested in advancing their employees' professional growth.</p>	<p>Get the same perks and benefits as the Individual Membership package listed above. Must be enrolled in a minimum of 9 credit hours and have a valid Student ID.</p>
<p>Individual Membership includes</p> <ul style="list-style-type: none">1 seat per meeting (non-transferable)Participation/Speaking opportunities at eventsAccess to member tools and special discounts	<p>Corporate membership includes</p> <ul style="list-style-type: none">Three (3) transferable seats per regular meetingRecognition & additional participation opportunities at eventsAccess to member tools and special discounts <p>Premium Corporate Membership available. Details on the following page.</p>	<p>Student membership includes</p> <ul style="list-style-type: none">1 seat per meeting (non-transferable)Participation/Speaking opportunities at eventsAccess to member tools and special discount
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A stylized graphic of a mountain range in white and blue, with a blue line graph overlaying it. The background is blue with white dots.

#UTAHDMC