

Dear Business Leader,

We are writing to invite you to a brief but important live-stream event which is being hosted in Athens as one of the locations across the country. This 60-minute presentation provides an executive summary of current trends in online marketing and how to apply the powerful, but accessible, tools of digital marketing and analytics to increase sales and grow a company.

In the past, the advertising process was very opaque and results ambiguous. With today's tools of digital analytics and conversion tracking, small and medium-sized companies can develop data-driven marketing systems that are scalable and profit-driven. Online marketing becomes a profit center.

This is the era of Profit-Driven Marketing. And Google is the company at the forefront.

<http://www.thinkwithgoogle.com/collections/profit-driven-marketing.html>

Athens has been selected by Google to be recipient of a live-stream of top Google talent sharing Executive Summary level insights on online marketing as part of its Partners Connect program.

Southeast Ohio's local Google Partner (Root Deeper Consulting, <http://tinyurl.com/RootDeeperPartner>) and Ohio University's Innovation Center ([www.ohio.edu/research/innovation/](http://www.ohio.edu/research/innovation/)) have partnered to host a high-impact one-hour live-stream from Google leadership on key take-aways on digital marketing.

**October 15<sup>th</sup>**

**1:30 Innovation Center Tour; networking & refreshments by Google and Root Deeper Marketing**

**2:00-3:00 Information-rich 60-Minute live-stream from senior Google staff on digital marketing**

The event is on an invitation-basis, and space is limited. Click the link below to register:

<https://partnersconnect.withgoogle.com/event/root-deeper-marketing>

This is not just a presentation for high-tech companies though. Many traditional businesses can benefit greatly from adopting some online marketing Best Practices.

If you are a towing company, or a plumber, or in HVAC repair, many customers call when they REALLY NEED YOUR SERVICE URGENTLY. Today that means they will put their search term “emergency plumbing repair” in their mobile phone or laptop, and often will click on the first listing that is visible with what they need. And with good service they may become a customer for life!

Banks and credit unions that want to help local customers refinance their homes to take advantage of the GREAT interests rates really NEED to be on the top of their game online. Many people can be helped with refinancing, and financial institutions can generate substantial new revenue.

Too often online marketing is something businesses will get to “someday”. But every day that passes, you are losing potential customers and potential income.

National companies are all over the internet because they know it WORKS and it makes them money. Southeast Ohio businesses need to utilize this opportunity as well.

Our region does not use the tools to increase sales and ROI on marketing spend that are available. Many businesses don't use Adwords, or the campaigns are poorly managed. This information download from Google is intending to help fast-track uptake of these powerful tools by local businesses.

### **What Will Happen at the Event?**

1:30 there will be a tour of the Innovation Center facility and services, for those interested.

1:45-2:00 will be refreshments, and business networking.

2:00-3:00 will be a concise and impactful “Executive Summary” of some of the key issues and opportunities in digital marketing, presented via streaming internet from the “Googleplex” in MountainView California.

Refreshments will be provided before and after the 60-minute session, and forward thinking business owners and managers will be in attendance as well as a Google Partner company who can answer more specific questions.

We encourage you to allocate at least an hour of your time, or your marketing director's time, to take in this concentrated and entertaining presentation and to meet up with innovators in your community.

Space is limited so we ask you to register on the Google Partners Connect system so we can have an accurate head count for refreshments and registration capping.

### **To Register:**

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If you have suggestions of other participants who would be good, please let us know ASAP and we will send an invitation. Please don't pass this invitation to others: just let us know who you think would be appropriate and we can add them to the list.

Thanks for doing what you do to create a more vibrant economy in Southeast Ohio, and please register ASAP if you want to attend, as we feel you are a very appropriate participant. Registration is limited.

If you have any questions, please feel free to contact Stacy Strauss at [strauss@ohio.edu](mailto:strauss@ohio.edu) or Colin Donohue at [colin@rootdeeper.com](mailto:colin@rootdeeper.com)

We look forward to seeing you!

Jennifer Simon Director, OU Innovation Center	Colin Donohue Business Strategist, Root Deeper Marketing
	

## **Other Details**

The live-stream node will be at the Innovation Center of Ohio University, located on West State Street, in room 203. Parking is free, and abundant.

If you can, feel free to arrive at 1:30 for a tour of the facilities and services of the OU Innovation Center. We will also have refreshments, and small give-away items from Google that we'll give to the first 15 to arrive.

The live-stream will include presentations by the following experts in digital marketing. These are some of the “best in class” folks involved in Google Adwords and related marketing tools:

### **Fred Vallaeyes**

*AdWords Evangelist*

#### **Advertise your business online**

Fred will speak with small businesses about how to navigate the web and expand their online presence through smarter insights.

### **Allan Thygesen**

*VP, Global Small*

*Business Sales*

#### **Build your business with Google**

Allan will share unique insights, inspirational stories, and actionable ideas to help small businesses thrive in a hyper-connected marketplace.

[www.linkedin.com/in/allanthygesen](http://www.linkedin.com/in/allanthygesen)