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**BULLDOG REPORTER'S
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Search Engine Marketing Bootcamp for PR Professionals

Search marketing is revolutionizing all marketing—especially public relations. Learn how your organization can take advantage of the explosion of powerful search engine tools to increase media coverage, distribute your releases directly to prospects and investors, boost traffic to your website, attract more visitors to your corporate blogs, videos and social media postings, and directly sell more products and services. This intensive hands-on workshop will also help establish you as your organization's expert in search engine PR.

Taught by Mike Moran
Top-Rated New PR Technology Trainer

Co-Author, "Search Engine Marketing, Inc."
and Author, "Do It Wrong Quickly: How the Web Changes the Old Marketing Rules"

**Four One-Day Workshops Nationwide
This Winter**

San Francisco • Monday, January 12

Chicago • Wednesday, January 14

Washington, D.C. • Friday, January 16

New York • Monday, January 19

BRO-MM-0109

FOR DETAILS CALL 1-800-959-1059

Search is revolutionizing public relations and skyrocket visibility of your corporation

Learn why search is an essential element in today's PR strategies and how to sell SEM campaigns to top management

Search engine marketing is at the core of the revolution in PR technology—it's what allows marketers to communicate directly with customers who are interested in buying our products and investing in our company . . . now. Best of all, search engine marketing is very low cost—and the more you know, the cheaper it gets. You'll find out:

- Why search engine usage by business and consumer purchasers has risen to such revolutionary dominance
- How search can double, triple or quadruple website and landing page traffic
- How search can dramatically boost visibility of your press releases
- How search can be used to increase viewing of corporate videos and listening to audio podcasts
- Why no marketing or PR campaign can ignore an SEO component
- How to help your top management understand that SEM is critical to your organization's marketing success
- Why you should consider paid search during a corporate crisis

Discover exactly how search engines work to find your website, PR and marketing materials

In order to advocate for search campaigns and then design them intelligently, you have to understand the mechanisms of the major search engines. You get the answers to these questions:

- What do search engines look at on your website and marketing materials?
- What do search engines love . . . and what do they reject?
- How do Google and other search engines change their algorithms to improve user results and foil manipulators?
- Why it doesn't make sense to try to "outthink" the algorithms

Keep your SEM program accountable: How to set measurable goals

The last thing you want is a search engine marketing strategy based on impulse or half-baked efforts. As exciting as this new technology is, you want a cost-effective program based in fact. To make sure your plan is sound and reflects reality, you'll learn:

- Which are the key metrics you should use in a search campaign?
- What expectations should you set for various types of search campaigns?
- How can you monitor, measure and report your results?
- How to cost-justify an SEM program to your management

What you can do to influence organic and paid search results

Where should you start in developing a search campaign—what are the fastest, easiest steps you can take, and which are the steps that require more research and effort? You'll find out:

- Relative influence of the searchable components of your website: metatags, headlines, body copy, links
- The importance of new emerging "universal search" criteria
- Easy, inexpensive tricks for vaulting your marketing materials to the top of results lists
- Importance of the "long tail" in search marketing . . . and how to make yours even longer
- How do you decide when to use paid Google AdWords and other paid search tools?

You'll return intensive, hands-on with a detailed S

This Search Engine Marketing Bootcamp is not primarily about theory—although it covers basic concepts. Rather, it's geared to help you understand and implement a search-optimized strategy. You'll come prepared to learn the terms, tools and techniques; you'll come prepared to outline a course of action; you'll come prepared to bring the skills you need to set measurable goals; you'll learn how to influence Google and other search engines; you'll learn how to optimize corporate websites and landing pages; you'll learn how to optimize traffic; when you should use release distribution wires do to optimize results; what you can do yourself; and how to use corporate videos, online newsroom releases, press releases and special promotions. Because you'll review plenty of case studies so you can see the real world: IBM, ESPN, Hunt's Food.

Best of all, your classroom will be hands-on. Bring your own laptop and get ready to learn.

To register for Search Engine Marketing Bootcamp

Workshops: Learn how to harness SEO to create powerful messages and boost website traffic

How to create powerful searchable keywords for your company and products

The world of search can be an intimidating jungle for the untrained. Depending on your website content, you may or may not be able to compete for visibility around certain search terms. Your

most important task: Match your likeliest “winning” keywords with the competitive realities of the search universe. You’ll learn how to do that and more:

- How to evaluate what your primary keywords should be
- How to assess and monitor the competition for your primary keywords
- Which free, low-cost and ultra-sophisticated keyword analysis tools should you consider?
- How to use your keywords strategically on your website and in your PR materials
- How to cleverly compete for (and win) the search wars for “must have” search terms

How to optimize your press releases and other PR materials to increase

communication directly to your marketplace

It’s one thing to attract people to your website (“pull” technology), but it’s another thing to begin publishing and broadcasting news and features about your company into the Internet (“push” technology). You’ll learn what the savviest organizations are doing to get their messages out—to customers, to prospects, to analysts and to investors—without relying on traditional media.

- How to create social media press releases to boost your readership dramatically
- How to use RSS feeds and content syndication to push your news out
- How to write, headline and tag your releases to improve search results
- How to use social bookmarking in your news site
- Which multimedia elements will give your marketing materials even greater prominence

Get off the sidelines: Learn to take part in the social media conversation

Yes, it’s a bit tricky. Yes, it’s a new way of thinking about copy and PR and marketing. But yes, once you get started, your results will likely be immediate and huge. In fact, you’ll soon wonder why you waited so long to take advantage of this powerful tool. This event will train you, and it will inspire you to seize the day.

Presented by Mike Moran Co-Author, “Search Engine Marketing, Inc.” and Author, “Do It Wrong Quickly: How the Web Changes the Old Marketing Rules”



Mike is an independent consultant, speaker, trainer and author. He left IBM in 2008, where he was a Distinguished Engineer for IBM’s OmniFind Search and Text Analytics. Before that, he spent eight years working on IBM’s customer-facing website, www.ibm.com. Mike is an expert in search marketing, Web personalization, and Web metrics. He is the author of “Do It Wrong

Quickly: How the Web Changes the Old Marketing Rules” and is co-author of the best-selling “Search Engine Marketing, Inc.”

Workshop for PR Professionals, call 1-800-959-1059.

Search Engine Marketing Bootcamp for PR Professionals

An intensive one-day workshop coming in January to San Francisco, New York, Chicago and Washington, DC

Taught by Mike Moran

Co-Author, "Search Engine Marketing, Inc." and Author, "Do It Wrong Quickly: How the Web Changes the Old Marketing

Four One-Day Workshops
Nationwide this
January, 2009

San Francisco • January 12

Chicago • January 14

Washington, D.C. • January 16

New York • January 19

Register before Wednesday, December 31, 2008
and **SAVE \$100!**

For fastest registration service register
online at www.bulldogreporter.com or
call 1-800-959-1059 for personalized
service or fax this registration to
510-596-9331



Mike Moran



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OAKLAND, CA 94607
www.bulldogreporter.com

Register Here for Bulldog Reporter's Search Engine Marketing Bootcamp for PR Professionals

YES! We want to begin using these new search engine marketing tools and techniques to supercharge our communications efforts. Please register the following participant in the advanced one-day intensive search engine marketing bootcamp checked below at a fee of \$995 for the first participant, \$895 for the second participant, and \$795 for the third and subsequent participants from the same organization. For additional participants, please photocopy this form or phone 1-800-959-1059. *(Reduce these fees by \$100 when you register before Wednesday, December 31, 2008!)*

Please Note: Your classroom will be a Wi-Fi environment, so bring your own laptop and get ready to dig in.

Choose your workshop date:

- San Francisco, January 12**
The AMA Executive Conference Center
55 Fourth Street, 2nd Level
San Francisco, CA 94103
- Chicago, January 14**
The AMA Executive Conference Center
8655 West Higgins Road
Chicago, IL 60631
- Washington, D.C., January 16**
The AMA Washington Area Executive
Conference Center
2345 Crystal Drive, Suite 200
Arlington, VA 22202
- New York, January 19**
The AMA Executive Conference Center
1601 Broadway
New York, NY 10019

Cancellations by 5PM (PDT), Monday, December 29 for San Francisco; 5PM (PDT), Wednesday, December 31 for Chicago; 5PM (PDT), Friday, January 2 for Washington, D.C.; and 5PM (PDT), Monday, January 5 for New York, receive a credit toward Bulldog Reporter's products and services, less a \$50 processing fee. Registrants who do not attend or who cancel after the deadline are liable for the entire fee.

Choose a payment option:

- Our check is enclosed.
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(For additional participants, please duplicate this form.)



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