

SOCIAL MEDIA MARKETING DIRECTOR

Suggested Schedule



DAY 1



Boost Your Brand and Bottom Line with Instagram Ads,
with Akvile DeFazio

10:00 AM



Shhhh! Reddit is PPC's Best Kept Secret , with Paula Thompson

11:15 AM



Building a Predictable B2B Growth Engine From Social Ads,
with Yuri Daniels

1:15 PM



The Must Haves of Running Successful App Ads,
with Greg Young

2:15 PM



**Keeping it in the Facebook (Platform): How to Build an In-Platform
Leads Funnel for Facebook Ads,** with Kass Botts

3:30 PM

DAY 2



**Click to Close: Lead Generation Strategies for the Full Marketing
Funnel,** with Michelle Morgan

9:45 AM



Pinterest: What I Learned in 365 Days of Marketing on It,
with Duane Brown

10:45 AM



**Moving Beyond the Triopoly: How to Leverage Quora to its Full
Potential,** with JD Prater

12:45 PM



Welcome To The Golden Age of Competitive Research,
with Robert Brady

1:45 PM



LinkedIn Ads - Advanced Strategies, with AJ Wilcox

3:00 PM