



Digital Marketing 101: Leveraging Online Media for Your Business

Presented by Joe Macaluso, Sr. Director of Media Sales, MultiView

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11 - 11:45 AM

Builders, remodelers, and developers have functioned for decades using traditional marketing channels, such as print advertising and trade shows. Perhaps you've dabbled in digital marketing, but do you truly understand how to efficiently leverage online media to target specific consumers and businesses looking for what your company offers? From social media and search engine marketing, to leveraging the power of programmatic advertising, Joe will explain common strategies and real-world industry use cases to show you how the Internet can be the vehicle for your highly-targeted marketing efforts. Joe presents each marketing tactic by using an interactive and engaging PowerPoint presentation, complete with video and demonstrations. He'll use real-world examples of how others are currently using these tactics to show up at the top of search engines, engage customers on social media, and programmatically serve ads to consumers across the Web.

Joe Macaluso is MultiView's Sr. Director of Media Sales. In this role, he is responsible for working with some of its largest business and agency accounts, as well as leading trade associations, to help them define their strategies and achieve their overall marketing goals. During his MultiView career, Joe has developed deep expertise in B2B digital strategy, behavioral marketing, consultative selling, premium account management, content marketing and programmatic advertising through helping hundreds of companies and associations in a wide variety of verticals make their marketing the best it can be.

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