



## 2017 ADP Innovation Conference Agenda

**A World of Opportunity: Successfully Navigating the Yellow Pages Print and Digital Landscape**



### Tuesday, September 12, 2017

5:00 pm – 6:30 pm

#### **Welcome to Texas – Meet-N-Greet Gathering**

Join us as we kick-off the Conference and reconnect with colleagues and make new acquaintances.

Bar Louie – The Village at Allen (*Across from NOAH'S*)

190 East Stacy Road, Allen, TX

*Bring your wallet*

### Wednesday, September 13, 2017

**Sponsored by InformationPages.com**

9:00 am – 9:15 am

#### **Welcome to a World of Opportunity**

**Cindi Aldrich** – *President and CEO, ADP*

9:15 am – 10:00 am

#### **Digital State of Our Industry**

While it's true that all industries are feeling the pressure from digital transformation, certain challenges, trends, and opportunities are industry-specific. A foremost research industry expert, Steve will take a look at the state of digital marketing as it relates to the Yellow Pages industry.

**Steve Sitton** – *CEO, Market Authority*

10:00 am – 10:45 am

#### **Great Advice to Drive the SEO Business for Your Directory**

Numerous strategies and tactics need to be implemented to achieve ranking success for customer engagement with your directory. Justin will show you various ways to maximize your directory's website and location data to be found. Your company will further its reach by means of data normalization

and cleaning, directory structure and content architecture, syndication and which tools to use to become a customer's endpoint.

**Justin Liles** – Chief Product Officer, Advice Local

10:45 am – 11:15 am

### **Refreshment Break with Exhibitors**

11:15 am – 12:00 pm

### **How the Yellow Pages Industry Took a Threat and Turned it into the Opportunity of a Lifetime – Isn't that the headline We'd like to see? Let's Do It!**

You have a golden opportunity – you should be leveraging the years-long relationships with your advertisers, the trust of your brand and the opportunity to strengthen those relationships by integrating print with digital to help them navigate the online ecosystem. SMBs know they need to be “online” but don't know where or how. Streamlining your client's advertising and marketing efforts through one print and digital provider is ideal, it all works together. If you don't begin offering digital services to your advertisers, your competitors will. Do it TODAY! You can't afford to wait any longer!

**Kari Simpson** – President, Digital Marketing Inc.

12:00 pm – 12:15 pm

### **LEARN, UNLEARN, RELEARN**

Lessons from around the world on how to transform a conventional directory business into a powerful, next-gen enterprise by making small, impactful changes to people, perceptions, products and processes.

Although the advertising industry has undergone tremendous disruption in the last decade because of rapid progress in digital technology, the essentials of marketing remain the same. However, Yellow Pages are perceived today as archaic because of their medium of delivery – the printed book. As such, their relevance is being increasingly questioned, especially by the advertiser. Nevertheless, by making strategic changes to personnel, perceptions and internal processes and with intervention of technology and design to the product mix, they can morph into a powerful marketing behemoth because they already have the most important asset– the relationship with the advertiser.

**In this talk, we will discuss some of the insights that Adaan has gained as a premier digital fulfillment agency, having successfully built thousands of DIFM websites for Yellow Page publishers and digital agencies around the world.**

**Sumita Arora**, COO, Adaan Digital Solutions

12:15 pm – 1:15 pm

### **Lunch with Exhibitors**

1:15 pm – 2:00 pm

### **Prove It or Perish – Overcoming Traditional Media's Data and Attribution Challenges**

We live in a data-driven world and economy. Every day consumers access data to make better informed buying decisions, which means marketers are becoming more dependent on consumer behavior and motivation data in order

to influence and engage them. Directory publishers have limited access to accurate and real-time data necessary for meaningful attribution, which limits their ability to serve consumers, advertisers and compete with Internet giants. Gideon will illustrate these data challenges and show attendees how to overcome them and gain access to the multiple data sources to bridge the attribution gap, reduce costs, increase revenue generating opportunities and offer solutions to open up new markets.

**Gideon Rubin** – CEO & Founder, Local Data Exchange

2:00 pm – 2:15 pm

**Monetize Social Media: FINALLY!**

Social media engagement continues to grow on an unprecedented level attracting consumers and businesses alike. Facebook is anticipated to generate 13 billion dollars from 25 million US customers this year. If you do not have a strategy to monetize social media, you should and Friends2Follow is a great way to begin or enhance your social media revenue plan. Join our 400 newspapers and drive new digital revenue today.

**Reinig Morris** - VP of Sales, Friends2Follow

2:15 pm – 3:00 pm

**Learn the Game Plan Developed by YP.com, that Grows Revenue, Retains Customers and Attracts New Advertisers**

Our industry is evolving at an accelerating speed and we need a solid business blueprint to keep up. David, former Chief Revenue Officer at YP.com, will detail the key strategies used to accomplish this goal. This course of action includes revenue strategies to retain print revenue while increasing their "share of wallet" by selling digital in the advertising mix. In addition, he will discuss the sales tactics used in local and national markets including staffing, incentives, sales development and overall positioning needed to compete effectively in today's marketing world.

**David Lebow** – Evolution 1, LLC

3:00 pm – 3:30 pm

**Refreshment Break with Exhibitors**

3:30 pm – 3:45 pm

**LOSS TO GAIN – Call Tracking Makes the Difference**

Many directory publishers are not using this now essential tool or are not covering the basics of call tracking systems, and others are not even coming close to making the most of systems that they have. The Maskyoo presentation to the ADP Innovation Conference will focus on the practical call tracking tools that give sales people what they need to build business, keep advertisers happy and increase the number of paying customers.

**Daniel Saks** - Global Sales Director, Maskyoo Ltd.

3:45 pm – 4:30 pm

**Yes, You Can (Must) Drive New Revenue with Social Media!**

Survey after survey shows businesses are cutting print to fund digital advertising and that social media is taking the lion's share of that revenue. That needs to stop and directories need to fight back. John will show you a tool that drives revenue and increases reader engagement by delivering the world of social media to your advertisers. He will highlight how you can use social media for contests, sweepstakes, help your customers via audience extension techniques, and package social media into sales blitzes for a significantly higher close rate. Directory companies need to learn best practices and how to effectively take advantage of social media to drive website traffic (especially on Facebook), because it beats search engines like Google in driving referral traffic to your customers.

**John Winn Miller** – Chief Strategy Officer, Friends2Follow

4:30 pm –5:00 pm

**Now or Never - Using Facebook is the Best Digital Solution for Business Directories to Enhance Sales Presentations**

SMB marketing partners need to include digital communication in business directories because even on the local level this is the way many businesses communicate with their clients. Lorenzo will explain the current environment from local businesses' point of view backed up by industry data. This is a large, untapped opportunity for business directories and he will showcase the different social advertising solutions, and the benefits and challenges to local marketers. Now is the time to act; Lorenzo will show how implementing a simple Facebook ad into your business offerings can be easy and seamless, without undermining traditional business directory advertising.

**Lorenzo Pireddu** - Commercial Director, GotU

5:00 pm – 6:30 pm

**Happy Hour Networking Reception**

*Sponsored by Quad Graphics*

**Thursday, September 14, 2017**  
***Sponsored by Downey Publishing***

8:00 am – 8:45 am

### **Breakfast with Exhibitors**

8:45 am – 9:15 am

### **A New Weapon for Your Marketing Arsenal**

Would your advertisers like the opportunity to send a coupon when, where and to whom they want as consumers? Matt will show you how his company is teaming up with publishers using a Geo Targeting Coupon app, a new tool in attracting consumers. Publishers can easily make \$40,000 to \$50,000 a month adding it to current clients' programs and using it as a great marketing weapon to attract new advertisers.

***Matt Stewart*** – *President, Locapon*

9:15 am – 9:45 am

### **Guided Selling – Supporting Your Media Consultants to Talk the Talk**

Our companies are well equipped with Enterprise, CRM, and Campaign Planning systems. We have sales projections and targets, pie charts and reports. But, how much does all that help when the media consultant meets the customer? Kai-Uwe will put a spotlight on that moment when the rubber meets the road: the sales presentation. Together with the audience, he will explore ways to give the media consultant confidence in knowing the customer and their business. It is paramount to keep abreast of the latest industry trends without devoting hours and hours to sales training. You will find out how to give media consultants the most important piece of information at the right time, making them the advertisers' partner who fully participates in helping them develop their business.

***Kai-Uwe Rössel*** – *Business Analyst & Trainer, net-linx*

9:45 am – 10:30 am

### **How Local Directories Can Stay Relevant in Search Now and in the Future**

Over the past decade, Google has gradually chipped away at local directories' search traffic by providing similar information, often based on the book's own content. Andrew will discuss strategies on how to continue to gain traffic from Google, diversify to other search channels and plan for the near future when voice search and other developments will greatly impact how consumers search for local services and how advertisers generate new customers.

***Andrew Shotland*** – *CEO, LocalSEOGuide.com*

10:30 am – 11:00 am

### **Refreshment Break with Exhibitors**

11:00 am – 11:45 am

**If Your Friends Jumped Off a Cliff : Using Behavioral Science in Advertising and Marketing**

The new field of behavioral science provides a lot of insight on how publishers can use our advertising to influence both our potential customers and the end user of the directory. Quinn will examine some of the most effective ways to optimize your advertising and show why testimonials are one of the most powerful ways of influencing potential buyers.

**Quinn Bahm** – Vice President, Impact Directories

11:45 am – 12:15 pm

**The Website Solutions Your Customers Need. The Revenue You Want.**

79% of Americans shop online, yet nearly half of all small businesses don't have a website. And of those with a website, nearly one-third are not mobile optimized. How can this be? Most business owners say they just haven't gotten around to building one. So why not help them?

In this session, we'll show you how to offer "do it for me" website solutions, that will grow your revenue base. From best practices for website offerings, to common mistakes customers make, we'll show you how to effectively add websites to your portfolio.

**Laura Cole** – Vice President, Vivial

12:15 pm

**Conference Recap**

**Cindi Aldrich** – President and CEO, ADP