

Ecommerce Marketing Show

Skyline

MODERATOR: **BECKY SIMMS**

10:00

Sam Gipson - The power of ecommerce filters: a Dunelm case study
Sophie Brannon - How to find new ecommerce keyword opportunities in 5 easy steps
Imogen Collins - Leveraging AI in digital marketing for ecommerce

11:00 BREAK

11:30

Rob Kerry - PageSpeed & core web vitals for ecommerce
Greta Koivikko - Ecommerce SEO tactics for luxury brands
Jason Vicinanza - ROI reimaged: measuring SEO's impact as a high-performance marketing channel

12:30 LUNCH BREAK

14:00

Florian Elbers - Google's messy middle and what (eCommerce) SEOs need to know about it
Nitesh Sharoff - The true dangers of marketing tags on privacy, site performance & cost
Alfie Payne & Brant McNaughton - We built a bespoke ecommerce platform - and here's what we learnt

15:00 BREAK

15:30

Victoria Roscow - How to create a winning strategy without thousands of SKUs
Stevy Liakopoulou - Optimize sitemaps for large e-commerce websites
Joshua George - From search to sale: how to leverage your category pages

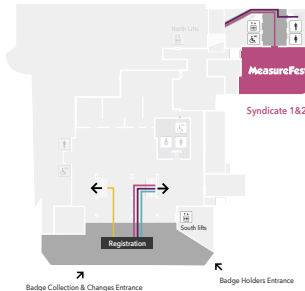
16.30 FINISH

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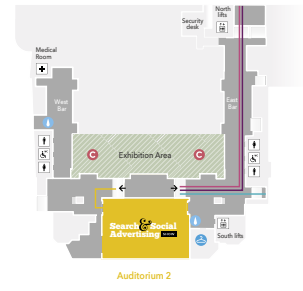


Venue Map

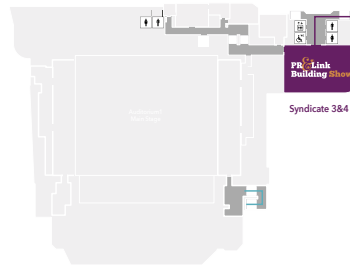
GROUND FLOOR



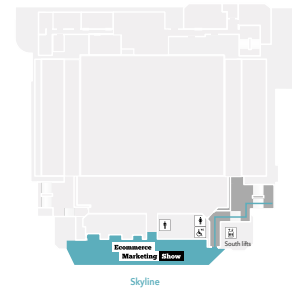
FIRST FLOOR



SECOND FLOOR



THIRD FLOOR



13 Sept 2023

brighton SEO. fringes

PR & LINK BUILDING SHOW
 MEASUREFEST
 SEARCH & SOCIAL ADVERTISING SHOW
 ECOMMERCE MARKETING SHOW

Wednesday Agenda

Search & Social Advertising SHOW

Auditorium 2

MODERATOR: **NATE BURKE**

10:00	<p>Matthew Cocking - The forgotten art of location targeting Harriet Howarth - Programmatic advertising: reach your audience in new moments Alex Jackson - B2B marketing and paid social, does it really work?</p>
11:00	BREAK
11:30	<p>Patrick Kearney - Leveraging Bard / Chat GPT for paid media. How effective are the AI's? Sophie Howard - AI: nature vs nurture Chester Yang - A new Bing: Microsoft strikes back</p>
12.30	LUNCH BREAK
14.00	<p>Fraser Andrews - Google Ads efficiencies: save money, improve performance, win at life! Sarah Sal - Case study: getting 29p leads from Tiktok ads Vicki Jakes - Achieving big results with small budgets: case studies from the world of the small spenders</p>
15:00	BREAK
15.30	<p>Rachel Fellows - How Quora and Reddit can boost your marketing mix Richard Lawrence - How to track the impact of LinkedIn ads without any clicks Chris Ridley - A guide to PPC site migrations</p>
16.30	FINISH

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MeasureFest

Syndicate 1 & 2

MODERATOR: **FAYE THOMASSEN**

10:00	<p>Kathryn Choi - The art of data storytelling Helene Jelenc - Showing SEO value through meaningful reporting Ellie Hughes - Bridging the discovery validation gap</p>
11:00	BREAK
11:30	<p>Giulia Panozzo - The ultimate guide to test and learns Joe Johnston - Why all CROs need to be good workshop facilitators and how Anna Lewis - Improving project success through communication</p>
12.30	LUNCH BREAK
14.00	<p>Rowenna Fielding - Don't be a git: data ethics in digital marketing Saksham Sharda - Effectively using first party data in marketing Gemma Fontané - Unleashing the power of GA4 for B2B companies</p>
15:00	BREAK
15.30	<p>Kyle Rushton McGregor - Top explorations in GA4 that will help SEO Danny Smith - How to get the most out of BigQuery as a marketing analyst Paulo Andraus - BigQuery 101 for SEOs to use Google search console data</p>
16.30	FINISH

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PR & Link Building Show

Syndicate 3 & 4

MODERATOR: **SAMANTHA PARKER**

10:00	<p>Abbie Johnson - Keeping SEO at the heart of your reactive strategy Ashley Liddell - Search-integrated influencer marketing: a creator-led SEO future Luke Cope - How to use the same process as an AI to come up with creative Ideas</p>
11:00	BREAK
11:30	<p>Beth Turner - Make changes and grow a department without disruption Thea Chippendale - How to influence and lead your PR team as a young manager Lauren Hewitt-Crabb - How digital PR plays into your E-E-A-T strategy and why it's important</p>
12.30	LUNCH BREAK
14.00	<p>Megan Wellman - Recognising cultural appropriation in SEO to avoid PR problems Sangeeta Waldron - CSR is not PR Amelia Selby - Imposter syndrome in PR</p>
15:00	BREAK
15.30	<p>Zoe Burke - Why I'm ignoring your pitches James Hayward-Browne - The rise of black hat digital PR: our responsibility to the industry Andrea Piackova - The power of strategic outreach in link building and PR strategies</p>
16.30	FINISH

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