



PRESIDENTS FORUM AGENDA

Date: **Wednesday, April 13th, 2022**
Time: **12:00pm to 2:00pm**
Location: **Zoom Meeting**

DIGITAL MARKETING DONE RIGHT: INSPIRING YOUR VISITORS TO TAKE ACTION AND BECOME LEADS

Driving traffic to your website is hard work. And it's wasted work if your site doesn't convert your visitors into leads and customers.

So why aren't more of your visitors turning into leads?

Our speaker is going to break down the main factors in terms you haven't heard before. It begins and ends with content. After developing 1,000+ websites over the last 20 years, Andy is a guru at optimizing the effectiveness of a website for generating new business. He has addressed us in years past and was very well received.

We will learn the process for compelling visitors to take action:

- Why most websites fail today, according to 12 years of research
- How and where to use the two kinds of evidence
- What's the one aspect of a call-to-action that makes the biggest difference

You'll leave with new insights into visitor psychology and new ideas on how to improve the results of your website without a big budget for design or programming.

This session will be tailored to B2B companies with lead generation websites. But anyone with a website will find value in this straightforward approach to website improvements.

To help gain more specific insight, our speaker is willing to take a few of our Members' current websites and critically review these for improvements. If you would like to have an experienced digital marketer review your web presence, please let us know and we will share your website with our speaker prior to the meeting. During the meeting, he will review your website so we can all learn from his expert analysis and find out what improvements we might be able to incorporate as a result.

Since we will be focusing on digital marketing, you may invite the person in your company who is responsible for this subject matter to join us.

FUTURE MEETING DATES

May 11th
RIM Logistics
Tour



June 8th
Inverness
Golf Club



July 13th
Location TBD

