

Mark Smith

Internet Channel Marketing Authority

As the Partner of KeywordFIRST, Chicago's premier search engine marketing agency, Mark Smith applies his knowledge, along with years of experience, in delivering documented outstanding results. Utilizing his in-depth understanding of the complexities involved in search engine platforms, Mark has developed profitable search programs for businesses of all sizes, from small to large. His tested strategies for building successful online marketing campaigns have been shared with clients in Industrial Goods, Telecommunications, Retail, Apparel, Transportation and Travel, among other fields.

Mark is a popular speaker for educational institutions and associations, including the University of Chicago Booth School of Business and the Chicago Association of Direct Marketing. He delights in examining new developments and trends in search, social media, SEO and SEM. He also offers presentations, tailored to business conferences and seminars, which provide his insights regarding best practices for online marketing. Mark is especially sensitive to the challenges and issues facing executives that are either new to multi-channel marketing, needing to jumpstart an existing campaign that is no longer meeting expectations, or simply investigating all the ways to make search work better, whether it is paid or organic.

Prior to co-founding KeywordFIRST in 2005, Mark was the E-Commerce Marketing Manager at W.W. Grainger, Inc. (NYSE: GWW). A Fortune 500 company, Grainger is North America's leading supplier of facility maintenance, repair, and operating products. In 2000, Mark assembled Grainger's first-ever search engine marketing team, which he directed for over five years, achieving more than \$500 million in annual sales for e-commerce.

Mark has a Bachelors of Science in Journalism from the University of Iowa and a MBA in Marketing from De Paul University. He is also certified in Google AdWords and a Microsoft adExcellence Member.



Partial Listing of Clients



Coldwater Creek





The Strategy of Online Marketing

Mark Smith provides tactical presentations that answer the question, "What's your next move?" Attendees leave equipped with the tools, techniques, and tips that they need to succeed.

Revitalize Your Search Campaigns

Have your Pay-Per-Click results reached a plateau? Search engine marketing campaigns can grow stale over time and the consequence is declining click-through rates and sales. Mark shares his formula for fast-tracking your search campaigns, allowing you to better utilize your existing marketing assets and to drive future growth.

Online Campaign Management 101

When the goal is productivity and the greatest return on investment, there are a multitude of marketing solutions, providers, and options to consider. Simple guidelines and clear metrics will clear up this chaos of choices and assist you in generating the most from your marketing dollars, both in-house, and through outsourcing.

Can David beat Goliath in Paid Search?

The answer is yes. It is possible to achieve profitable results with Pay-Per-Click advertising when competing against corporations with unlimited budgets. Learn how to win new customers and turn a profit when going against the big spenders.

For Bookings, Please Contact:

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