

DIGITAL PUBLISHING & MARKETING INTENSIVE

JULY 24-26, 2013

University of Massachusetts Club
Boston, MA

OCT. 23-25 2013

Villa Graziadio Executive Center, Pepperdine University
Malibu, CA

MEQUODA'S EXPERTS WILL TRANSFORM YOUR PUBLISHING ORGANIZATION.



Don Nicholas

One of the industry's most experienced and sought-after consultants and instructors in audience development, including strategy, analytics, direct marketing and journalism



Mary Van Doren

A rigorously trained strategist, copywriter and journalist with more than three decades of experience both in the field and in the classroom



Laura Pittman

An industry leader & consultant with 25 years of experience in business modeling, budgeting, reporting, analysis, project management, fulfillment system reporting & direct marketing



Norann Oleson

Master of data & analytics for dozens of business & consumer publishers, with an understanding of more comparable data than any single-company analyst

Discover how America's top publishers are successfully making the transition to digital.

Learn how to:

- **Create**, curate, and publish high-quality, search-optimized content
- **Develop** blockbuster organic subscription marketing campaigns
- **Master** Google analytics, key metrics and keyword research
- **Deploy** far-reaching, SEO-driven social media marketing campaigns
- **Conduct** valuable digital publishing audits

Download the program brochure today at

MequodaIntensive.com

Presented by:



MEQUODA

Intensive

Helping Publishers Create Profitable Websites

How to make more money online in 2013

If you or anyone in your organization with Internet responsibility has even the smallest doubt about their skills and knowledge ...

If you have only a nominal understanding of digital publishing ...

If you need new revenues in these perilous times to save your company from irrelevance ...

... you must attend the **Digital Publishing & Marketing Intensive**. Let us transform your organization into a digital publishing powerhouse – as we have for dozens of your colleagues and competitors already.

ADVISORY BOARD ORGANIZATIONS

Active Interest Media
American Quarter Horse Association
American Society of Pension Professionals & Actuaries
Biblical Archaeology Society
Business & Legal Resources
Capitol Information Group Inc.
Center for Science in the Public Interest
Ebner Publishing International
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FxBriefs
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Oxford Media Group
Prime Publishing LLC
Psy Broadcasting Corp.
Psychotherapy Networker
The Dark Intelligence Group Inc.
The Motley Fool
The Successful Investor Inc.
Vida y Salud Media Group Inc.

“IF YOU WANT TO MAKE MORE MONEY ONLINE—LISTEN TO MEQUODA.”

- Chuck McCullagh

Dear Colleague,

Gutenberg is dead. And you will be, too, if you don't make the transition now to meet the public's growing demand for digital information.

Fortunately, there is one resource, one unique program that can change the way you, your staff and your entire organization think of the Internet and help you catch up to the future. Mequoda's **Digital Publishing & Marketing Intensive** has guided some of the oldest and most respected publishing companies in the world including Meredith, Rodale, Interweave and more, in growing a single-digit percentage of their revenue from online sources to earning 20%, 30%, 40% of their revenues digitally. And because demand for digital products is growing exponentially, so will their revenues.

Will yours?

Of course business failure is not an option. That's why you must attend this **Intensive**: Our only goal is to transform you, your employees and your company into Internet publishing and marketing geniuses. Best of all, we do it in an intimate, person-to-person environment, where you can ask all the questions you want!

We've been helping publishers, marketers, editors and others to do all these things, all over the world, since 2004. And this is not about isolated ideas or skills. This is not a huge conference with a smorgasbord of random, unrelated sessions full of complicated or off-the-wall ideas that you have no idea how to implement. This is a bulletproof, proven blueprint for organizational transformation.

Join us this July or October for this unique learning experience. But please remember, to maintain our one-to-one learning experience, we strictly limit to just 42 attendees – so don't wait, register now!

Sincerely,



Chief Executive Officer
Mequoda Group

P.S. A value-added proposition: When you register for the **Intensive**, you also get 30 minutes of follow-up consultation time with me – and that's a \$450 value. No other learning event can top that!



Day One

8:30 AM	Welcome & Introduction
9:00 AM	Meeting User Needs: Making Money on the Internet 101
9:30 AM	Leveraging Digital Media Trends: Monetizing the Future
10:30 AM	Break
11:00 AM	Selling Digital Content: Profit from Magazines, Books, Videos & other Premium Products
12:30 PM	Lunch
1:30 PM	Selling Digital Advertising: 5 Strategies Publishers Are Using to Make Millions Online
3:00 PM	Break
3:30 PM	SEO Keyword Research: Step by Step
5:00 PM	Day One Concludes
5:30 PM	Networking Reception

Day Two

8:30 AM	Burning Questions Roundtable
9:00 AM	Building Media Websites: Portals, Magazines & Stores
10:30 AM	Break
11:00 AM	Attracting Website Visitors: 29 Ways to Build your Online Audience & Email Circulation
12:30 PM	Lunch
1:30 PM	Social Media Marketing: Using Content to Drive Website Traffic, Sales & Profits
3:00 PM	Break
3:30 PM	Digital App Marketing: Create Killer Sales Campaigns and Awesome Apps
4:15 PM	Integrated Campaign Management: Master the New Marketing Channels for Big Profits
5:00 PM	Day Two Concludes

Day Three

8:30 AM	Burning Questions Roundtable
9:00 AM	Understanding Google Analytics: Measuring What Matters
10:00 AM	Managing Key Metrics: The Ultimate Publishing Scorecard
10:30 AM	Break
11:00 AM	Modeling the Future: Using Key Metrics to Create a Simple 5-Year Financial Forecast
11:30 AM	Business Plan Development: Making the Case for your Digital Marketing System
12:30 PM	Next Steps & Resources
1:00 PM	Intensive Concludes

“I’VE ATTENDED SEVERAL MEQUODA EVENTS, AND EACH ONE IS VERY RELEVANT TO MY BUSINESS MODEL AND INTERACTIVE ENVIRONMENT. FRANKLY, I THINK MEQUODA OFFERS THE MOST POWERFUL CONTENT AND CURRENT LEARNING OF ANY EVENT I COULD EVER ATTEND.”

Gary Ellis, CEO, Compass Marketing

9:00 AM • Meeting User Needs: Making Money on the Internet 101

We start with the fundamentals: How do you serve the needs of all your constituencies? Until you understand these basic strategies, you can't profit from digital publishing, and you won't understand the phenomenally successful Mequoda Method.

9:30 AM • Leveraging Digital Media Trends: Monetizing the Future

You're facing the biggest sea change in publishing since Gutenberg. Nothing in our living history can tell you how to go forward in the digital age. But Mequoda has conducted its own proprietary survey of digital consumers, and we've discovered some secrets to their wants and needs that may surprise you. How do your readers consume digital content? What should your very next business move be?

Smaller niche publishers often wonder about the secrets to success for those who have led the way. Yet even the big players don't always get it right. Sometimes the earliest leaders, driving without a map, have gotten themselves hopelessly lost! Find out which publishers are getting it right, and how you measure their success. You'll get data directly from extremely successful niche publishers who you can use as mentor sites. You'll take home specific examples of right and wrong, learn from others' mistakes, and begin to see your own path forward.

11:00 AM • Selling Digital Content: Profit from Magazines, Books, Videos & other Premium Products

Welcome to success: This session delivers the strategies you need to make millions from all forms of digital content, including some you may not have considered yet. Find out exactly what drives revenues for a variety of business models from *The Motley Fool* and the American Ceramics Society to *The Economist* and America's Test Kitchen, and begin to see how you can translate these strategies to make millions of your own.

We'll also take you through a complete fictitious case study of a niche publisher who's identified a host of new products to sell so you can see the options available to you. Plus you'll discover new ideas for marketing channels and website infrastructure that maximizes sales and revenues for anyone with content to sell. You'll leave this session with the knowledge you need to fine-tune your existing operation or plan ahead for your new online business.

1:30 PM • Selling Digital Advertising: 5 Strategies Publishers Are Using to Make Millions Online

Did you think that digital advertising is just about banner ads and impressions? Are you aware of the new profits to be made thanks to the tablet? This session is made for you! We've taken a deep dive into specific strategies, from *Forbes* and *The New Yorker* to *Computerworld* and *Media Bistro*, that have proved especially profitable for different business models – and some of them will be perfect for you. You'll take home innovative new ideas plus a specific, detailed case study for our favorite advertising model, which you can implement even if you never thought you'd sell advertising.

If you have a legacy print publication, you'll find out how to enhance profits with a digital publication. If you host live events, we'll show you how to maximize advertising revenues from that business. We even deliver some revenue channels you may never have heard of! Advertising in the digital age is about to take off, and you'll be on that train after this session.

3:30 PM • SEO Keyword Research: Step by Step

Effective keyword research represents the core of all organic marketing activities. It's the fundamental skill every digital marketer and publisher must master in order to truly understand and capitalize on the search behaviors of their audience. Surprisingly, most publishers and their teams have no understanding of this skill whatsoever – thereby leaving tens of thousands of dollars lying on the table.

Learn the tips and tricks of the Google Keyword Tool, and how it's used to gauge your audience's information needs and map your website's navigational taxonomy. Discover how to truly serve and build your audience, become a leader in your niche and generate more conversions through effective keyword research.

BONUS • Hands-On Workshop

Put your marketing research hats on! You'll end the day working in small groups to identify the keyword phrases we should be using in our fun, fictitious case study. You'll walk away with familiarity in using the Google Keyword Tool to build your keyword universe and website taxonomy.

NETWORKING COCKTAIL RECEPTION

Enjoy cocktails and conversation as you connect with your instructors and professional peers in an informal, friendly setting. It's a great opportunity to network, so be sure to bring your business cards!

8:30 AM • Roundtable Q&A**9:00 AM • Building Media Websites: Portals, Magazines & Stores**

To grow and profit online, a multiplatform publisher must have a website that drives traffic, builds relationships, and sells subscription and information products. Achieving these goals is contingent on having a robust portal, an ecommerce store, and a subscription website. In this session, you'll learn how to develop an efficient website strategy—one that enables you to build a better website in less time, and for less money.

Building a website is about more than just design, of course, and this session digs into the ways in which your entire infrastructure enhances whatever business model you've chosen, including driving traffic, converting visitors and selling products in multitudes. Using a proven framework as the backbone for your website's architecture and functionality that Mequoda has implemented for respected publishers such as **VidaYSalud** and **Johns Hopkins Health Alerts**, you'll take away tips for improving website usability and reducing time to market, and be ready to build your complete online world.

11:00 AM • Attracting Website Visitors: 29 Ways to Build your Online Audience & Email Circulation

Driving website traffic remains fundamental to every publisher's success. Learn dozens of ways to drive traffic and leverage your website's architecture to capture and build relationships, using the fundamentals of strategy, copywriting, website architecture and analytics.

In addition, now that social media has redefined the way people read and distribute online content, this session will also examine best practice examples of publishers who effectively use Google, Twitter, Facebook, LinkedIn, YouTube, and other niche sources to drive traffic, build relationships, and influence sales. You'll get *proven* strategies for building your email subscriber file and cultivating a social media presence.

1:30 PM • Social Media Marketing: Using Content to Drive Website Traffic, Sales & Profits

Do you know how to properly leverage social media, or do you just have someone on your staff randomly post on Facebook and slap up tweets when the mood strikes?

Blogging and social media are at the heart of online marketing, but few publishers approach them with any kind of organized plan. We'll discuss the data for monetizing blogs, posts, pins and tweets, including case studies from online publishing

luminaries like **Consumer Reports**, **Men's Health**, **BlackBelt** and **HR Daily Advisor**. You'll see how to use the content you already have as the basis for social media campaign that uses repurposed long-form magazine articles into short-form blog and social media posts to build your audience and generate new sales.

HANDS-ON WORKSHOP: 

Put your online copywriting hats on! You'll work in small groups to outline an SEO blogging campaign. Using the keyword research from Day 1, you'll write an optimized blog post headline and lead paragraph, Twitter post and Facebook post promoting your online content.

3:30 PM • Digital App Marketing: Create Killer Sales Campaigns and Awesome Apps

At the heart of any online publishing empire is your digital magazine. So you've got lots of new traffic to your website ... now, how do you convince your visitors and email subscribers to buy it? It all starts with the fundamentals of marketing – which haven't changed, even in the digital age – and then leverages the consumer's demand for tablet and smartphone apps to drive new subscriptions, higher prices and improved renewal rates.

In this session, you'll learn how to craft your offers, price your products, deploy killer copywriting and leverage all of those things across multiple platforms.

We'll deliver real life case studies of successful apps and the data that proves their success. Then we'll show you how exactly how to make it work, using our fictitious case study and app map. In the end, you'll be ready to master this new, uncharted marketing channel.

4:15 PM • Integrated Campaign Management: Master the New Marketing Channels for Big Profits

Do you want your business to make millions online? Then start by giving content away. That's right: Free reports, blog posts, email newsletters and social media are the keys to selling your magazines, books, videos and events. And we can prove it: We deliver a real-world case study in which a small niche publisher used the Mequoda SEO Campaign Method to make millions of dollars from a single piece of free content. You'll learn each step from identifying blockbuster keywords, to converting visitors to community members and buyers, and finally to analyzing your results. Along the way you'll even learn how to get your editorial team on board with your marketing efforts!

All in all, you'll take home a complete campaign blueprint that you can use to sell premium products in multitudes - starting

8:30 AM • Roundtable Q&A**9:00 AM • Understanding Google Analytics: Measuring What Matters**

To grow and profit online, a multiplatform publisher must have a website that drives traffic, builds relationships, and sells subscription and information products. Achieving these goals is contingent on having a robust portal, an ecommerce store, and a subscription website. In this session, you'll learn how to develop an efficient website strategy—one that enables you to build a better website in less time, and for less money.

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10:00 AM • Managing Key Metrics: The Ultimate Publishing Scorecard

This workshop provides a quantifiable methodology, or scorecard, for auditing your current market position. By analyzing scorecard data, you can identify high- and under-performing areas and accordingly, make better resource allocation decisions. Some publishers refer to this audit as the ultimate audience reporting tool, as it shows, at a very high level, the direct impact that marketing and resource decisions have on market share.

11:00 AM • Modeling the Future: Using Key Metrics to Create a Simple 5-Year Financial Forecast

Discover a simple yet comprehensive way to forecast the future of your digital publishing business. Discussing the handful of key metrics that can be used as "proxy" metric assumptions, we'll simplify the process of modeling your digital business. Our model takes advantage of our years of experience with our many clients, delivering bulletproof assumptions that you'd pay thousands for from any consultant.

This session eliminates guessing as you forge ahead in with your expansion into the digital space. At the end of it all, you'll take home a complete master business model, including revenues, expenses and profits and losses, which you can use to build a complete digital publishing organization.

11:30 AM • Business Plan Development: Making the Case for your Digital Marketing System

In this session, we share a time-tested business plan that has been used to successfully raise millions of dollars. You can use this business plan format to rally the troops, gain executive support, and when necessary, raise capital for your digital publishing business. Find out how to map out your new empire so everyone's on board, discover which data is most important in your business planning, and find the funding to make it all happen.

Take home examples of Powerpoint slides that show your audience what your organization chart will look like. Sell them on your team members and content plan. Ensure understanding of the opportunity your business plan represents, and get everyone involved engaged, excited and on board.

12:30 PM • Next Steps & Resources

We end the *Intensive* with a roundup of resources for charting your new path, from free white papers to our consulting services.

"GREAT INFORMATION THAT WILL CHANGE THE WAY YOU THINK ABOUT MARKETING YOUR WEBSITE."

Amanda Hurlburt, Online Marketing Assistant, Media & Advertising, BLR

Presented by Mequoda, the Digital Strategy Experts

In just two and a half days, you'll learn what your instructors have been documenting and testing for more than a decade—*proven* processes for successfully monetizing your digital content. The result? You'll return to your office with value-creating strategies that can be put into practice *right now*.

About Don Nicholas

Don Nicholas, CEO of Mequoda Group, has guided the development of more than 70 successful niche media websites including Consumer Reports, HR Daily Advisor, Investing Daily, Johns Hopkins Health Alerts, Knitting Daily, Program on Negotiation at Harvard Law School and Vida Y Salud. He specializes in new business development, digital publishing and Internet marketing. In addition, Don also leads dozens of workshops, seminars and webinars, and he is the author of hundreds of books and reports. His team's Mequoda Method books, reports and posts were downloaded more than 850,000 times in 2012. This year more than 100 publishing executives will complete his quarterly **Digital Publishing & Marketing Intensive**, where they will learn his comprehensive system for digital publishing and marketing. Don currently serves on the board of SIPA and maintains professional affiliations with FIPP, IAI, MPA, SEMPO, and SPJ.

About Mary Van Doren

As Chief Content Officer and Lead Copywriter for Mequoda Group, Mary trains clients such as The Dark Intelligence Group, FxBriefs, WatchTime and MPL Communications in SEO copywriting, blogging and social media marketing. She is responsible for messaging and copywriting of all kinds for both Mequoda and for its clients, including the Program on Negotiation at Harvard Law School and CraftArtEdu.com. Mary also manages, produces and monitors all programming and messaging activities for Mequoda's live and private events, Mequoda PRO and email newsletters. With 15 years as a journalist and 16 more in marketing, she is an experienced strategist and copywriter in B2C, B2B and B2I for all digital and offline formats.

About Norann Oleson

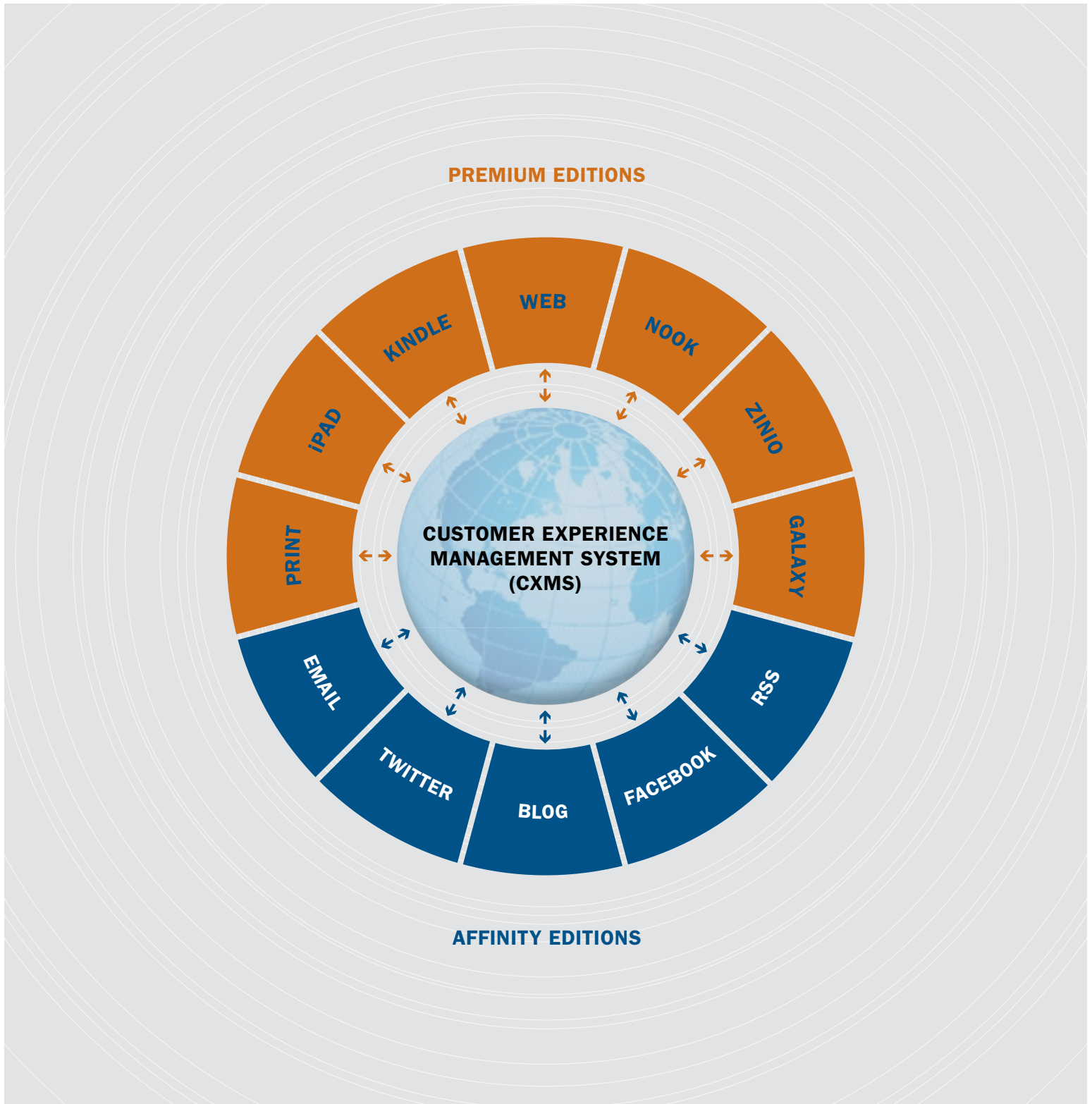
As Mequoda's Analytics Manager, Norann is responsible for preparing and updating the Mequoda proprietary Audience Development Analytics Suite for Gold Member clients. In this capacity, she performs research, creates reports, analyzes results and helps drive traffic for clients including Mr. Food, Farm Progress, **Vida y Salud** and **WatchTime**. This makes Norann a master of data and analytics for dozens of business and consumer publishers, with an understanding of more comparable data than any single-company analyst. Norann holds a Google Analytics Individual Certification.

About Laura Pittman

Laura Pittman, COO and General Manager of Mequoda Group, leads Mequoda's business management team in helping Gold Member Clients, including Active Interest Media, NAPA, NHIA, Meredith Corp., and Vida y Salud Media, understand the impact of the Mequoda System on their own businesses. She is formally trained as an accountant, and is an expert in computer modeling, budgeting, reporting and business analysis, as well as project management, fulfillment system reporting and direct marketing.

FANTASTIC CITIES. FANTASTIC IDEAS.

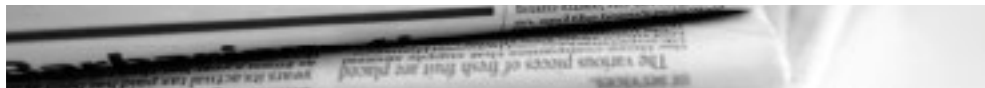
Join fellow senior executives and entrepreneurs at the **Internet Marketing Intensive**, July 24-26, 2013 at the University of Massachusetts Club in Boston, or Oct. 23-25 at the Villa Graziadio Executive Center, Pepperdine University, in Malibu CA. Choose historic Boston in summer or breathtaking Malibu in the fall! Learn more at <http://www.clubcorp.com/Clubs/University-of-Massachusetts-Club> or <http://www.villagraziadio.com>.



➤ The Ultimate Customer Experience Management System

In a multiplatform publishing world, maximizing automation through integrated content, systems, and business processes is critical to success. Effectively communicating with and satisfying users and customers requires a fully integrated, holistic approach. This diagram shows the interaction between major premium and affinity platforms—elements that make up the “ultimate customer experience management system.” By embracing this approach, publishers are better able to govern interactions between content, users, and systems and drive greater profits.

REGISTRATION INFORMATION



“JAM-PACKED WITH ACTIONABLE RESULTS-BASED INFORMATION THAT WILL ENABLE US TO ACQUIRE MORE CUSTOMERS AND MAKE MORE MONEY SELLING OUR PRODUCTS. THIS EVENT IS A TERRIFIC VALUE FOR THE TIME AND MONEY SPENT.”

Bob Kaslik, VP Consumer Marketing, Interweave

Program fees

- \$1497 per person (includes conference materials, meals, and snacks)
- \$997 per person for two or more people

Three easy ways to register

- Register online at MequodaIntensive.com
- Call (866) 713-1005 from 9 a.m.–5 p.m. ET, any business day
- Complete and return the registration form on the next page

A SMALL SAMPLING OF COMPANIES THAT HAVE ATTENDED MEQUODA EVENTS

Active Interest Media

America's Test Kitchen

American Airlines Publishing

Anvil Publishing

Aspire Media

Automotive News

Biblical Archaeology Society

Blood-Horse Publications

Business & Legal Resources

Cabot Heritage Corp.

Capitol Information Group

Ceramic Publications Co.

ChefsBest

Coleman Publishing

Compelling Copy Now

Crain Communications

CSPI/Nutrition Action Healthletter

Destinasian Media Group

DharmaCafe.com

Dream of Italy

Dwell Media LLC

Eating Well Media Group

eSchool Media

Farm Progress Companies

FDA News

First Class Flyer Inc.

FOLIO: magazine/Red 7 Media

Gluten-Free Living

Granite Bay Media

Griffith University

Gryphon Financial

Guideposts

Harvard Business Review Group

Harvard Health Publishing

Horsemouth LLC

Investment News

John T Reed Publishing

Kat Saks Yoga

Kids Discover

KMC Media Co.

Leisure Arts

Magazine Publishers Association

Massachusetts Lawyers Weekly

McMeekin Consulting

Meredith Corp.

Missouri Lawyers Media

Mr. Food/Ginsburg Enterprises Inc.

Museum of Fine Arts, Boston

Natural Health Advisory Institute

New Track Media

Niche Magazine

Oakstone Publishing

Ogden Publications Inc.

PaperClip Communications

Pennwell

Perot Systems Inc.

Phoenix Marketing Group

Premier Guitar

Prime Publishing LLC

Providence Publications

Publishers Press

Readers Digest Association

Real Publishing Inc.

Rodale Inc.

Securities Research Co.

Simply Youth Ministry

SiteLogic Marketing

Snowboard Magazine

Sound Mind Investing

Soundview Executive Book Summaries

SIPA

Spidell Publishing Inc.

StayWell Consumer Health Publishing

Sunset Publishing

Taunton Press

The Dark Intelligence Group Inc.

The Education Center Inc.

The Kiplinger Report

The Motley Fool

The Parent Institute

The Successful Investor

Time Inc.

Trade Press Publishing Corp.

United Press International

Vibrant Nation

Vida y Salud Media Group

VideoMaker/York Publishing

VNR Publishing Verlag für die Deutsche

Wirtschaft AG

What's Next Media

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[1] Name _____

Title _____

Email Address _____ Phone _____

[2] Name _____

Title _____

Email Address _____ Phone _____

[3] Name _____

Title _____

Email Address _____ Phone _____

Company _____ Address _____

City/State/Zip _____

Payment information

Check enclosed (Please make check payable to Mequoda Group)

Bill me

Charge my credit card

Name _____ Credit card # _____

Expiration date _____ Security code (CCID) _____

Cancellation and refund policy

You may obtain a full refund if you cancel no later than 10 working days prior to the Intensive. If you cancel within ten days of the program start date, we will be happy to apply your payment to a future program.

Have questions?

Call (855) 830-6006 from 9 a.m.–5 p.m. ET, any business day, or email customercare@mequoda.com

WHO SHOULD ATTEND

- Audience Development VPs, Directors & Managers
- Brand VPs, Directors & Managers
- Business Development VPs, Directors & Managers
- CEOs
- Circulation VPs, Directors & Managers
- CMOs
- Communications VPs, Directors & Managers
- Consumer Marketing VPs, Directors & Managers
- Copywriters
- Creative Directors
- CSOs
- Digital Media VPs, Directors & Managers
- eCommerce Marketing VPs, Directors & Managers
- Editors, Editorial Directors, Managing Editors & Editors in-Chief
- Email Marketing VPs, Directors & Managers
- Entrepreneurs, Owners & Media Executives
- Marketing VPs, Directors & Managers
- New Business Development VPs, Directors & Managers
- New Product VPs, Directors & Managers
- Online Marketing VPs, Directors & Managers
- Program & Web Coordinators
- Publishers
- Social Media VPs, Directors & Managers
- Strategic VPs, Directors & Managers
- Sales VPs, Directors & Managers
- Technology VPs, Directors & Managers
- Web Content VPs, Directors & Managers

“IT WOULD BE HARD TO IMAGINE A BETTER PRESENTATION OF HANDS-ON PRACTICAL KNOWLEDGE IN THIS AREA. DON NICHOLAS SERVES UP A CLEAN AND COHERENT APPROACH TO TRULY BECOMING AN EFFECTIVE AND SUCCESSFUL ONLINE PUBLISHER.”

Erin Hallstrom, Online Marketing Manager, Aspire/Interweave

TOP 10 REASONS TO ATTEND

- **Acquire** industry best practices in content development, distribution, marketing and measurement
- **Learn** how to deliver great content all the time, everywhere, on every device
- **Network** and forge connections with a senior-level group of peers
- **Benchmark** your efforts against those of other publishers
- **Get** state-of-the-art techniques for improving SEO placement, conducting market audits, and growing your audience
- **Find** out how leading publishers are leveraging content and resources to create efficient workflows
- **Bring** your toughest challenges and have them addressed in an engaging, interactive forum
- **Go** home with comprehensive course materials that you can reference long after the program is over
- **Reinvigorate** your views, get fresh ideas, and return to your workplace inspired!
- **Boston. Malibu.** Need we say more?

INTERNET MARKETING INTENSIVE

The only one-to-one, intimate learning event for niche and specialty publishers

July 24-26, 2013

University of Massachusetts Club
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Villa Graziadio Executive Center, Pepperdine University
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MequodaIntensive.com

Proud member of:



“IF YOU’RE SERIOUS ABOUT ACHIEVING SUCCESS IN ONLINE PUBLISHING, THEN YOU MUST ATTEND THIS EVENT. IT’S THE PERFECT BLEND OF THEORY AND APPLICATION THAT WILL DELIVER RESULTS IMMEDIATELY. WITHOUT A DOUBT, IT’S ONE OF THE BEST INVESTMENTS YOU CAN MAKE.”

Kevin Woo, Marketing Manager, Sound Mind Investing