



**The Digital Innovations Workshop** takes place at the Wyndham Chicago O'Hare Hotel on June 7 & 8, 2019. Just minutes away from the airport and ground transportation. It's quick and easy to get to the hotel. Once you arrive you'll learn everything about the digital world in which we live.

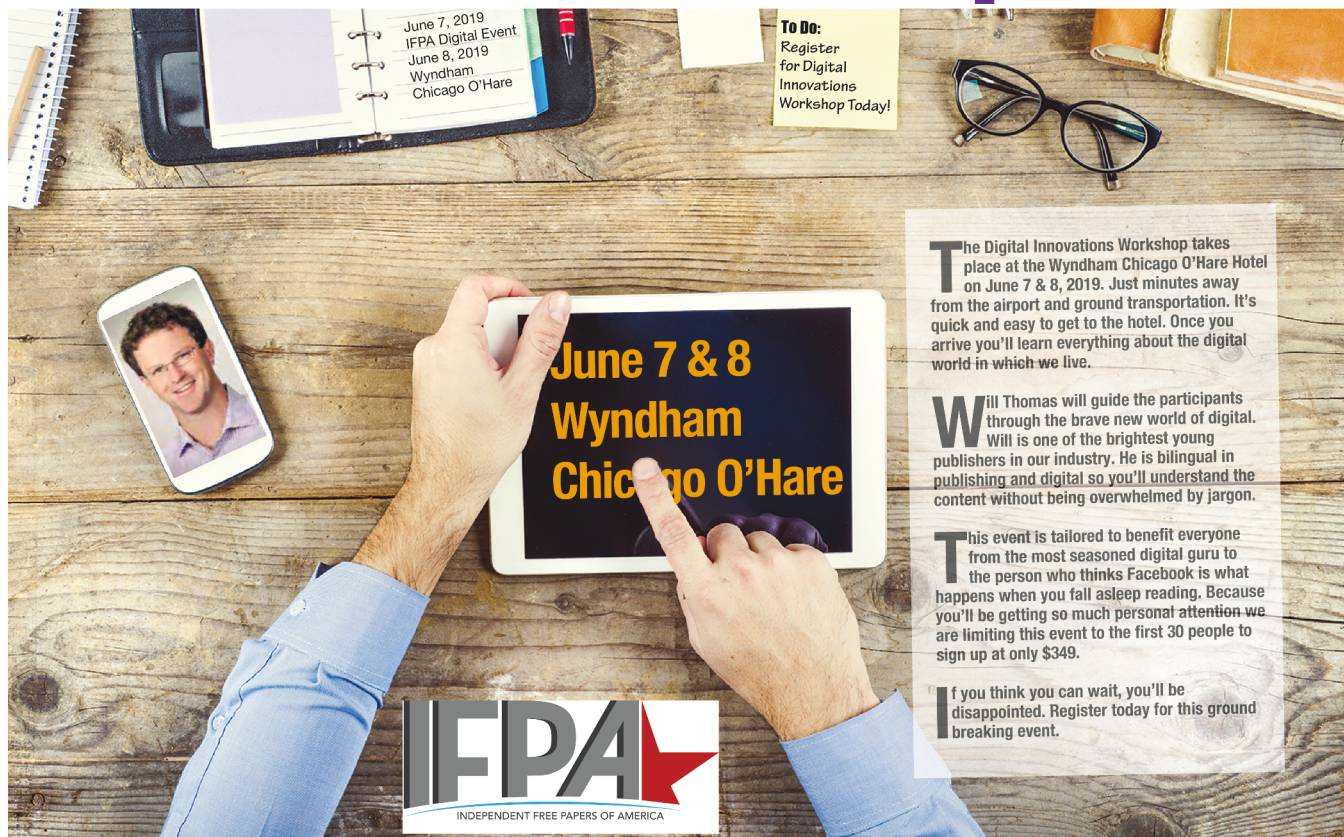


**Will Thomas** will guide the participants through the brave new world of digital. Will is one of the brightest young publishers in our industry. He is bilingual in publishing and digital so you'll understand the content without being overwhelmed by jargon.



**This event** is tailored to benefit everyone from the most seasoned digital guru to the person who thinks Facebook is what happens when you fall asleep reading. Because you'll be getting so much personal attention we are limiting this event to the first 30 people to sign up at only \$349.

# Digital Innovations Workshop



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# Do You Know Everything About Digital?



**If you don't know everything about digital;** how it works, how to best make it work for you, and best practices; then you will benefit from attending the Digital Innovations Workshop on June 7 & 8, 2019 at the Wyndham O'Hare Hotel in Chicago.

**For Publishers, Sales, & Design Professionals:** This workshop is not just for publishers (though they will gain insight and understanding by attending). Your Sales, Design, and Digital staff will also learn a ton of great information and techniques. So, sign up and include all the members of your staff that deal with digital. That probably means everyone.

**Will Thomas of Exchange Media Group** will present a full day of information you can use to make the most of the brave, new world of the internet. It is changing every day. Attending this workshop will prepare you to succeed in this environment in flux. The best part is that Will speaks both languages of our industry: print and digital. He will explain these important concepts in plain English so you will understand concepts like never before.



**Print is NOT Dead.** Find out how you can use print and digital together to create a winning platform that keeps your advertisers, produces new prospects, benefits both your readers and advertisers, and generates new revenue streams for your publication. You will discover proven, easy methods to maximize what you do best.

**You face hundreds of acronyms** when you start exploring how you can sell, lead, and profit from the internet. SEO, SEM, POS, CRM, ABC, 123, DoeRayMe. What do they all mean? Will explains all these ideas speaking our the language of print. If you don't already know everything there is to know about these three letter mysteries then you need to go to page 11, fill out the Registration Form, send it in and get ready to find out what they all mean.

**It all starts with a strategy.** You will learn how to develop a winning strategy using data from your customers own websites. These marketing strategies will increase your bottom line while providing valuable services for your community.

**What about the Purchase Funnel?** The purchase funnel, or purchasing funnel, is a consumer focused marketing model which illustrates the theoretical customer journey towards the purchase of a product or service. You can use this model to grow your business. But you can't unless you attend this event. Register today.

**What services should you offer your customers?** After you learn what these terms mean you'll better understand how you can sell SEO, content management, Email & Text campaigns, and video to them.

**Have you ever "Googled" your name?** What a game changer it would be if you would Google your prospective customers and gained information on how to be sell and give them a winning advantage. Will describes how you can Google to sell more with less effort.

**What the heck is Google Post?** If you don't know be assured you will learn about this at the Digital Innovations Workshop. Register today.

**Do you offer website design?** If you don't, you're leaving money on the table. This workshop will take you through how easy it can be and how you and your staff can start creating websites for your customers the day after the event. Again, this workshop is for everyone, not just digital gurus.

**What are you waiting for?** We have 30 places at the table for this major event. We are limiting the attendance in order to give personalized attention to each attendee. When we reach that magic number we'll simply say, "Sorry. We don't have space at the Digital Innovations Workshop." Go to page 11 of this issue of TIP, fill out the registration form and mail, email, fax, or simply call to secure your spot.

# Do You Want Even More?



**But wait! There's More!** I know that sounds like a late night infomercial but it is true. If the previous page of this presentation didn't convince you that you need to attend the Digital Innovations Workshop with Will Thomas read on. Here are more highlights of the topics that will be covered during the jam-packed day.

**SEO On and Off the page** If you don't know what that means, and this writer doesn't, you'll need to attend the workshop.

**Content Marketing** What important factors should be included in creating a sound content strategy?

**Best Practices.** Enough said.

**How to use Google Analytics.** Many people are confused by the vast array of information available. Will breaks down what to look for, what it means, and how to take this information to the bank.

**Reputation Management.** You can sell new, never before sold, customers the valuable service of managing their reputation via social media, website design, and email campaigns.

**Social Media and Facebook** in particular can be a web (no pun intended) of jargon and services. Why would you boost your posts? How does targeting work with ads? What is the best strategy for using Facebook? You'll find answers to this and much more at the Digital Innovations Workshop.

**Is Instagram a thing?**

**Google Adwords** What is the process for getting these ads on your website and how much can you expect to earn from it? You'll learn the four different types of ads available to you: Search, Display, Video, and Shopping. If that doesn't make sense to you, you need to attend the workshop.

**How do banner ad networks work?**

**Best Practices For Email Campaigns** How should you gather the email addresses? Should you use a double opt-in process? Should you segment the resulting list? This workshop teaches you how to best manage, gather, keep, and monetize your hard work obtaining email addresses.



**Video on the Web** Will explains where video is most effective and what the best uses for developing video on both your website, your customers websites, and pushing that platform out to other platforms.

**YouTube Advertising** You've seen all those ads as you peruse cat videos on YouTube. Will will detail how this avenue of advertising works and how you can use it to your advantage.

These topics and a whole lot will be explained in detail. If you want more, just email me your questions and I will add your topics to the agenda. You are sure to have an in-depth understanding of these topics and a lot more as you attend this groundbreaking event.



We'll have some great food catered, your room will have an amazing view of either a parking lot or the airport. But that's not why you'll attend the workshop. You'll attend the workshop because you want to know more about the digital side of our business than you already do. You want to be more professional. You want to lead your employees with authority and knowledge. You want your customers to rely on you for all things digital. These desires will be fulfilled as you gain the needed tools to move forward into the often complex digital world. Register today!





# Register Here Only \$349

Per person



Company Name\_\_\_\_\_

Address\_\_\_\_\_

City\_\_\_\_\_

State\_\_\_\_\_ Zip\_\_\_\_\_

Phone\_\_\_\_\_

Attendee Name\_\_\_\_\_

Title\_\_\_\_\_

Cell Phone\_\_\_\_\_

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Attendee Name\_\_\_\_\_

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Attendee Name\_\_\_\_\_

Title\_\_\_\_\_

Cell Phone\_\_\_\_\_

Email\_\_\_\_\_

Fill out this form and then take your pick of the many ways to register.

**Call Douglas Fry: 931.922.4171**

**Email: [douglas@ifpa.com](mailto:douglas@ifpa.com)**

**Fax: 1-888-450-8329**

**Mail: IFPA, 104 Westland Drive, Columbia, TN 38401**