Instructor: Stu Atkins

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From: Atkins Marketing Solutions

Track: Intermediate

Title: “Going Digital”

Description: Five Tips To Transform Your Digital Marketing: Improve Your Website, Increase Donations & Sales, and Better Manage Your Digital Marketing

Social media is important, but the foundation of your digital strategy must be your website. All digital sales roads should lead to your website.

Attend this introductory session and learn:

- How to write landing pages that sell
- How to write site content that’s fun to read
- Why a mobile-friendly website is essential for online success
- The importance of knowing your donor and customer personas
- Key tips that make your website fast, friendly, and more effective
- How to increase website traffic with targeted, relevant visitors in 24 hours

Bio: Stuart Atkins is a marketing consultant, speaker, author, and adjunct professor of marketing at the Mihaylo College of Business & Economics, Cal State Fullerton. He teaches marketing research, advertising, internet marketing strategy, digital & social media marketing, marketing information technology, consumer behavior, entrepreneurship marketing, and principles of marketing. After working in corporate marketing for over 20 years with companies such as Toshiba America and Kingston Technology, Stuart founded Atkins Marketing Solutions, (www.AtkinsMarketingSolutions.com), a small business marketing consulting company located in Orange, California. Stuart helps businesses find their customers, tell their story, and audit their marketing. He is the author of Winning the Battle for Attention: Internet Marketing for Small Business and Small Business Marketing: A Guide for Survival, Growth, and Success. He holds an MBA from Pepperdine University.

Website: http://atkinsmarketingsolutions.com/

New book promo link:

New book video trailer:

https://www.youtube.com/watch?v=cymq18eb5P4