



Presents a FREE Seminar

Digital Advertising

How to Target Anyone, Anywhere at Anytime-a Deep Dive into Digital Advertising

February 21, 2019 • 7:30-9:00am
at PJ Campbell's at the Depot
(114 Depot Road, Plymouth)



Delta Digital
S T R A T E G I E S

Joe Mathes from Delta Digital Strategies will provide a sweeping presentation on the digital advertising tactics available to small and medium sized businesses.

This session will review traditional digital tactics such as search engine marketing, search engine optimization, targeted display and email. Joe will also dig into and discuss the latest, cutting-edge “creepy-cool” tactics such as IP targeting, DID LookBack and Device ID Address Match.

Other topics will include targeted video, YouTube, OTT And Streaming Radio.

Of course a presentation on digital advertising would be incomplete without a segment on measuring effectiveness. You'll learn how to get the most out of Google Analytics and other metrics.

This seminar is FREE, but kindly RSVP to the Plymouth Chamber office.

call (920) 893-0079
email chamber@plymouthwisconsin.com