



InfoTrust

Education

InfoTrust training programs are designed to **empower you with the focus, knowledge and accountability** you need to **achieve consistent results in your online marketing efforts**. Our programs range from strategic presentations for a large audience to small private corporate workshops. All of our programs, have one thing in common – **the power to ignite your online marketing initiatives!**

Last year, 4,500 people attended our events across North America. Learn from the best-of-the-best – **real world strategists which, in an incredibly intellectually stimulating environment, will empower you to take action immediately and transform your online marketing strategies forever.**

“They Presented Social Marketing Strategies at three seminars at which I was an attendee. The exposure they gave the group and me personally was so complete, I felt as if I understood the concept for the first time.”

Janet Davis
Coldwell Banker

“They are mavens when it comes to digital marketing and I make an effort to attend their seminars. As dynamic and engaging speakers, they always focus on relevant content with well-articulated examples. With their strong business acumen and entrepreneurial spirit, I highly value their feedback and recommend anyone else to do the same.”

Eric Kramer
Creative Director, Neputation

Here are some of the organizations that we have trained:



Program Topics

Our programs are divided into two tracks. **Our Marketing Track** focuses on helping businesses generate and nurture leads online. **Our Web Analytics and Optimization Track** focuses on analyzing marketing efforts and improving digital marketing ROI.

Marketing Track

Inbound Marketing

- Search Engine Optimization and PPC
- Content Creation and Promotion
- Email Marketing
- Generating and Nurturing New Leads
- Creating and Marketing Content Hubs

WordPress and Blogging

- Creating and Marketing Your Blog
- WordPress Technical Training
- Content Strategy
- Blog Marketing and ROI

Social Media Marketing

- Marketing on Social Media
- Word of Mouth Marketing
- Integration of Social Media and Search
- Transforming your Influence into Sales

Web Analytics and Optimization Track

Website Conversion Optimization

- Optimizing Websites for Lead Generation
- Usability and User Experience
- A/B and Multivariate Testing
- Website and CRM Integration
- Designing and Testing Landing Pages

Web Analytics and Data Analysis

- Analyze, Increase & Convert Traffic
- Making Web Analytics Actionable
- Setting up and Tracking Analytics
- Custom Analytics Set-up

Calculating Marketing ROI

- Marketing Planning and Budgeting
- Conducting Benchmark Reports
- Analysis and Strategy Formation
- Digital Marketing ROI

“InfoTrust, LLC conducted a training for my group and they were exceptionally well versed in the use of social media. They really know their stuff, but more importantly they help make sense of it.”

Chris Ryan,
DeanHouston, Inc



Committed to best practices and innovation in social media and digital marketing, InfoTrust has developed a broad **portfolio of training courses to help organizations become more effective at using digital media to market their products and services.**

Here is why professional associations, corporations and non-profit organizations select our programs:

Data Driven – we do not like to guess. Our programs are based on 5 years of market research, industry data and over 500 case studies.

Current – our programs are always updated to reflect not just the changes in technology, but new trends, market shifts and consumer patterns.

Intensive – be prepared to take notes. We ask all program attendees to fill-out data sheets prior to our programs. This allows us to address the most pressing needs, challenges and objectives.

Actionable – our success is not measured by high scores on the evaluation sheets. Our programs are designed

to help companies take massive action immediately that will help them accomplish tangible, measurable ROI.

Great content is just the beginning. We partner with you to deliver programs in the most effective format. We offer: **intensive workshops, technical trainings, mentoring, facilitated brainstorming sessions, skills training, bootcamps, webinars and keynote presentations.**

“I’ve attended a few training sessions as part of InfoTrust’s Breakfast and Digital Marketing Series. I’m continually impressed by the ability to strike the right balance between theoretical and practical as well as high-level strategy and detailed tactics. I’d recommend them to anyone who is serious about using digital media or SEO to benefit their organization’s performance.”

Matthew Dooley
Xavier University

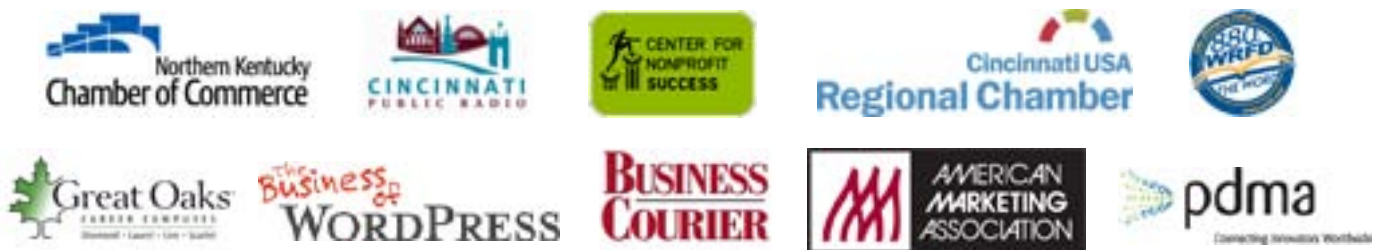


Michael Loban specializes in improving companies' digital marketing performance through measurement, testing and integration.

Michael has spoken nationally to audiences of up to 5,000 people about social media, web analytics and conversion optimization. This year, he is scheduled to speak at several national conferences on the topic of conversion optimization and the ROI of online advertisement. He is a guest writer at Soapbox Cincinnati and several other online publications. Recently, he co-authored a book on Practicing Leadership that is being used by colleges across the country.

Michael serves on the boards of several non-profit organizations including a Marketing Board of the Xavier University Williams College of Business. He holds a certification in Digital Marketing from Columbia University.

A brief list of organizations where Michael has presented



Michael Loban
CMO, InfoTrust, LLC



InfoTrust, LLC helps organizations analyze their digital marketing presence and increase their online marketing ROI by 15% or more through conversion optimization and CRM integration.

