



DMANC is now part of the DMA National Affiliate Network
Our next presentation is on:

Wednesday, October 7, 2009

11:30am – 12 pm Registration & Networking
12pm - 2:00pm Luncheon & Keynote Address

Location: Crowne Plaza Hotel
1177 Airport Blvd,
Burlingame, CA 94010

DMANC serves every level of marketing manager that understands the **Power of Direct** in all its forms. Improve your business, your career and build your personal network of important people. Join today at www.dmanc.org

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Marketing in the Facebook Era:

How Hypertargeting, Broadcast Referrals, and New Methods of Measurement are Yielding Higher Response Rates and Lift

The holy grail for marketers is a 100% response rate for their campaigns. Well, the data shows unequivocally: response rates goes up dramatically when the communication feels are personalized or is endorsed by a friend. With hypertargeting, news feeds, and retweets, Facebook and Twitter give us the opportunity do both. Ultimately, Marketers need to be where their customers are and communicate via the channels preferred by their audiences. Increasingly, customers are on social networking sites like Facebook and Twitter, which are fast becoming the communication medium of choice for individuals across their personal and professional lives.

Join us at this luncheon seminar, where social networking expert and bestselling author Clara Shih will paint the vision for the present and future possibilities of Facebook and Twitter marketing.

Speaker: Clara Shih kicked off the social CRM movement in 2007 with her Faceconnector application, which integrates Facebook and Salesforce CRM. She is author of the newly released bestseller, *The Facebook Era: Tapping Online Social Networks to Build Better Products, Reach New Audiences, and Sell More Stuff* about Facebook and Twitter for business, which has been featured in *The New York Times*, *AdAge*, *CRM Magazine*, and is being used as a textbook at Stanford and Harvard Business School. Clara comes from a background of online advertising at Google and CRM at Salesforce.com, where she was most recently Product Line Director of the AppExchange. She has degrees in computer science, economics, and internet studies from Stanford and Oxford. She is a frequently invited keynote speaker on social media marketing at global conferences including Web 2.0 Expo, Enterprise 2.0, Toronto TechWeek, and Social Ad Summit. Clara blogs at <http://thefacebookera.com> and Twitters as [@clarashih](http://clarashih).

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EVENT FEES:

October 7, 2009 Burlingame Luncheon Meeting:

Mktg. Student/Instructor \$30pp Member \$55pp Non-Member \$75pp

If you do not have a current membership, the non-member rate will be charged. No shows will be billed.
Cancellation Policy: E-mail or fax us; then full refund until one week prior to event.

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