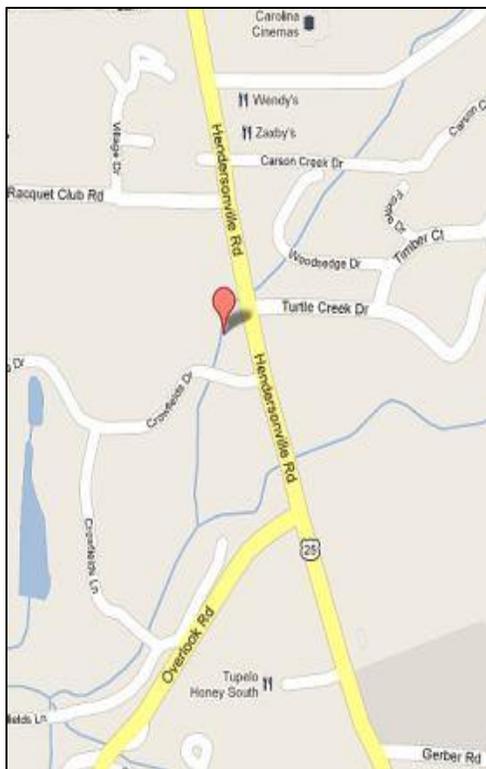


# Google™ AdWords

## Net Site Marketing™ Chosen to Host Exclusive Live-Streaming Google Engage Connect Event



*Learn the secrets to reaching new customers through search advertising from Google VPs and Directors!*

Learn about ways to reach more of your target market and **grow your business** through online marketing tools.

Includes special tips just for **B2B** and industrial companies!

**WHEN:** March 5, 2013, 1:00pm - 2:30pm

**WHERE:** Capital Bank (Conference Room)  
1751 Hendersonville, Rd., Asheville, NC

**WHO:** Net Site Marketing™ - AdWords Certified Partner

**COST:** **FREE!** [Register Here](#)  
Questions call: 828-684-4445 ext. 302

Google swag item for first 15 attendees! Free refreshments!

**Seats are Limited to Just 20 Attendees!**

**Keynote Speakers:**

- Lisa Gevelber, Google VP of Americas Marketing
- John Nicoletti, Google Director of Agency Development
- Bickey Russell, Google Head of Channel Managed Agencies
- Linda Titus, Net Site Marketing Sr. SEO Expert and CEO

**Attendees Will Learn:**

- How Technology is Shaping the Future of Brand Marketing
- How to Use Google AdWords to Reach the Right Customers with the Right Message at the Right Time
- How to Pick the Right Online Marketing Agency
- How to Achieve Success with Google AdWords and Online Marketing

## This is a One-Time Only, Live Event!

Google Engage Connect is putting on an invitation-only event that will be broadcast live from the Googleplex in Mountain View, CA to select [Google Partner Agencies](#) only.

Net Site Marketing™ is honored to have been selected as the Google Partner host for the Asheville area and has just 20 seats available for the March 5<sup>th</sup> event in the conference room at the Capital Bank in South Asheville, NC.

### Event Agenda: (1:00pm - 2:30pm EDT)

#### Keeping Up With the Evolving Digital Landscape

Lisa Gevelber

VP of Americas Marketing, Google



The world is changing. The evolution of technology is giving people the opportunity to do extraordinary things. We'll share how Google is evolving alongside this changing world, in the way it thinks about its brand and its marketing.

#### The Zero Moment of Truth: Reaching Customers When It Matters

John Nicoletti,

Director of Agency Development, Google



Whether we're shopping for corn flakes, concert tickets or a honeymoon in Paris, the Internet has changed how we decide what to buy. We call this the Zero Moment of Truth, and we'll share how this changes the way businesses reach their customers. We'll talk about reaching the right customers when it matters, with the right message, using Google AdWords.

#### Working and Winning with an Agency: A Fireside Chat

Bickey Russell,

Head of Channel Managed Agencies, Google



We know small businesses can be hesitant about spending with an agency. We'll communicate the importance of partnering with an online professional, how they should approach working with an agency, and what resources the Google agency team is providing agencies to help their clients succeed.

#### Achieving Success with AdWords and Online Marketing: Roundtable and Q&A

Linda Titus,

Founder/CEO, Net Site Marketing



Led by this 17-year veteran in the B2B Internet Marketing space, the team at Net Site Marketing will discuss best practices on using Google search marketing tools, SEO, and Social Media Marketing to increase leads and drive revenue. Time will be allotted for an interactive question and answer session.

[Register Here Now!](#)