

Attending SMX Social Media Marketing 2011

Please consider approving my request to attend SMX Social Media Marketing in Scottsdale, AZ December 5-6.

Attending this conference is a worthwhile investment. Here's why:

- According to recently published *2011 State of Digital Marketing Report*, 68% of online marketers have generated leads from Facebook, Twitter or LinkedIn, and **55% have closed deals** from social media leads.*
- SMX Social Media Marketing sessions provide an in-depth exploration of free and paid advertising on Google+, Facebook and Twitter. The agenda also covers analytics best practices and cross platform automation tools which will help us maximize our results and resources.
- By attending SMX Social Media Marketing, I'll learn cutting edge tactics to drive new traffic, build lead streams and convert fans and followers to customers. Content shared will include case studies from publishers, ecommerce players, agencies, B2B and B2C corporate marketers and more.
- The conference is an outstanding networking opportunity. I'll meet other internet marketers and learn how they're tackling the marketing challenges we're currently working to solve.
- SMX Social Media Marketing is programmed by independent experts, not vendors or an agency with services to sell. The conference is co-chaired by Danny Sullivan and Chris Sherman; who have been programming must-attend internet marketing conferences for more than 10 years.

The investment in attending SMX Social Media Marketing breaks down like this:

Pre-conference rate = \$1295 (good until December 4, 2011)

Airfare: \$275

Hotel: (2 nights at \$199 – doesn't include tax) \$398

Total: \$1968

An SMX registration includes – for free – lots of money-saving services that other conferences don't provide, including:

- Breakfast and hot lunches every day
- Snacks and drinks all day
- Wi-Fi access so I can stay connected
- Networking events and birds-of-a-feather lunches so I can meet others working on the same challenges

Thank you for considering this request. If I register soon (before flight prices increase!) total investment will be under \$2k.

<your name here>

** Statistics based upon results found in 2011 State of Digital Marketing Report, a survey of over 500 US online marketers during August and September, compiled by Webmarketing123.*