



HERO

CONF

2017



LOS

ANGELES

WHY HERO CONF IS



Our industry is truly **UNIQUE.**

We are highly competitive, literally going to auction tens-of-thousands, even millions, of times a day.

YET FOR A FEW DAYS A COUPLE OF TIMES A YEAR, WE COME TOGETHER AND SHARE IN OUR SUCCESSES AND FRUSTRATIONS.

I feel incredibly lucky to be part of this industry and to have a hand in this event. The depth of talent and the brilliance of the ideas blow me away.

Beyond the keynotes and breakouts, I remember some of the 5-minute conversations I have during breaks and networking events all the way back to the first Hero Conf in Indianapolis. Brad Geddes was in the lunch line with me and asked if I thought he should ditch his planned presentation and do a live demo of his weighted quality score report. The answer was an easy yes and the world has been better for it.

TAKING SERIOUS TIME TO FOCUS ON LEARNING AND THE UNPLANNED INTERACTIONS ARE WHAT MAKE LIVE EVENTS SO VALUABLE.

No online stream or blog post can replicate the face-to-face learning and networking that enriches our experience and deepens our understanding. We are looking forward to many more years of becoming better and more interesting PPC Marketers at Hero Conf events around the world!

-Jeff Allen, President | Hanapin Marketing





DEDICATED PPC PROFESSIONALS

91.5%

SAY THEY'LL RETURN TO HERO CONF



WORLD-CLASS EXPERTS

MORE THAN



BILLION

UNDER MANAGEMENT

When I come to speak,

I know I get to speak to the sharpest and most eager advertisers in the *world*.

Aside from the content, my tribe is at Hero Conf. I get to see all of these amazing industry friends that I've followed for years on Twitter and #PPCChat, and we talk like old friends.

Want to rub shoulders with the foremost thought leaders in PPC advertising? Not only will you get to network with the best, but you won't find them to be egotistical, cliquy, or unapproachable.

Our industry is like a warm, friendly hug.

Unless you don't like hugs, then it's like chocolate.

Or an ice-cold Pepsi at a violent protest.

The content is cutting edge, which is deeply important in the PPC world where each platform is constantly updating itself with new features and changes. I know that when I attend Hero Conf, I'm leaving armed with the very latest.



I'M A BETTER PRACTITIONER AND I MAKE A BIGGER DIFFERENCE IN THE WORLD FOR MY CLIENTS BECAUSE I'VE ATTENDED HERO CONF.

-AJ Wilcox, LinkedIn Ads Evangelist | B2Linked



IF PPC IS WHAT YOU DO,
THEN HERO CONF IS WHERE YOUR

TRIBE IS.

DON'T MISS IT. 



my name is



NINJACAT

Hero Conf 2017 was where NinjaCat released, to the public, our newest version update, Shinobi.

THE ATTENDEES WERE ACTIVELY INTERESTED IN THE AGGRESSIVE CHANGES TO OUR PLATFORM AND SHOWED THEIR INTEREST IN MANY DIFFERENT WAYS.

We had a packed booth and the feedback we received surrounding Shinobi was great. The PPC professionals at Hero Conf were very interested in what we had to offer and how it could make their jobs easier.

Having the opportunity to sponsor and expose our product to the right people is key to growing and helping other digital marketing agencies grow. Events like these give digital marketing experts the opportunity to stay focused on changes in the space. They help to pool thoughts and ideas together to make all of us better at our craft.



ALL OF THIS SHOWED US HOW IMPORTANT LIVE EVENTS SUCH AS HERO CONF ARE TO GROWING OUR BUSINESS.

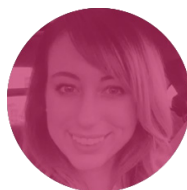
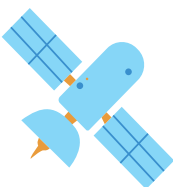
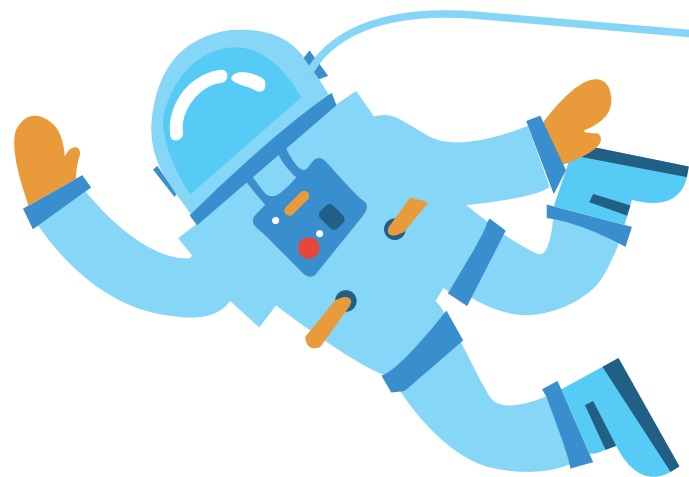
- Scott Guttenberger, Director of Marketing | NinjaCat



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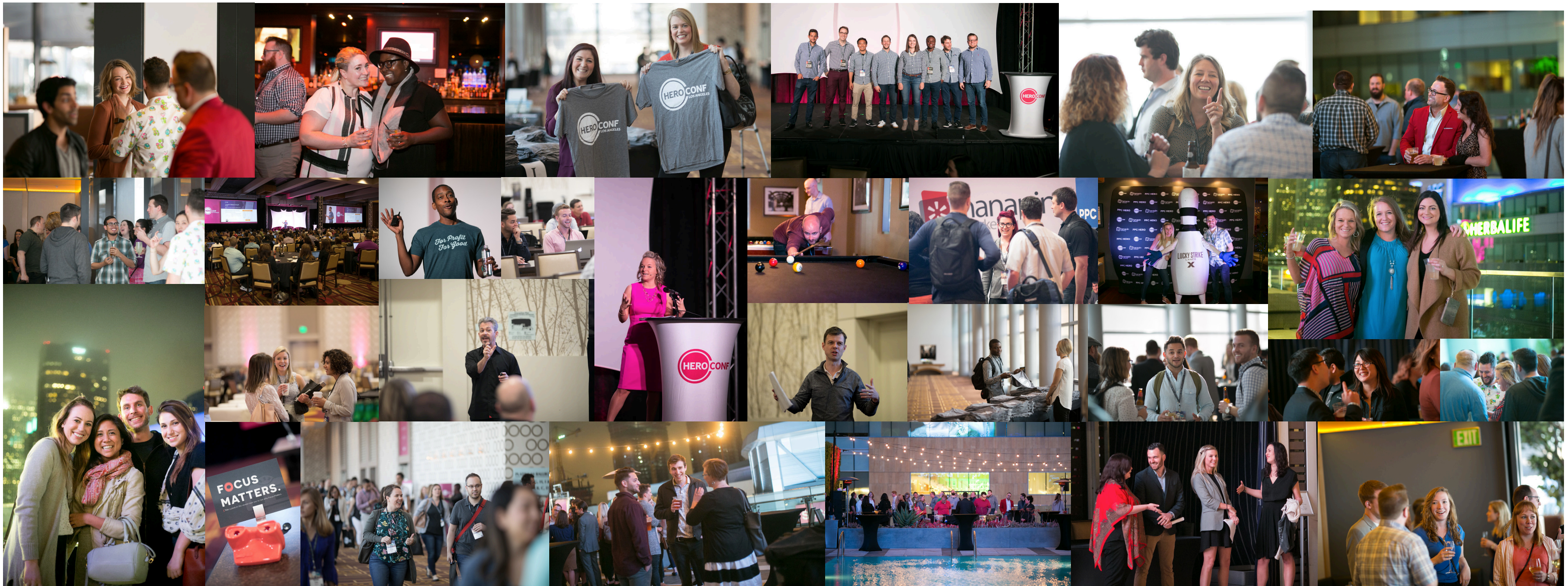
THE FIRST EVENT MONDAY NIGHT TO THE LAST NIGHT ON WEDNESDAY, I MADE VALUABLE RELATIONSHIPS THAT WILL CONTINUE OUTSIDE OF HERO CONF.

Hero Conf was the first large conference I have attended and I have been missing out! Not only do you learn from the people you meet, but the information that is shared in the sessions is extremely valuable and relevant to those hot topics in the PPC world. In our everyday work schedule, there isn't a lot of time to dig into articles and spend time on changes happening. Setting 2 days to focus solely on education and learning is something that everyone should do as much as possible to stay current.



IT WAS REFRESHING *Stepping out* OF THE DAY-TO-DAY WORK TO LEARN AND COME BACK WITH EXCITING NEW THINGS TO TRY.

-Shonna Morse, Associate Director, Search | Empower





Attending and speaking at Hero Conf, both for the first time, was a truly fantastic experience. The conference is exceptionally well run, the sessions were interesting, timely and covered a breadth of topics, and most importantly,

the attendees were passionate, engaged, and excited to be there.

As a speaker, that last part is key. While it's fun to share my knowledge and experience with others, having an engaged crowd makes it so much more enjoyable. There were some great questions being asked in each of the sessions I attended and the networking events made it easy to connect with both speakers and attendees.

This was also my first time at a PPC-specific event. As someone who primarily touches the organic side of search and social, I got a ton out of the sessions. It made it clear why the session I presented on, Search + Social: An Intra & Interdisciplinary Mashup Checklist, was needed. There's so much opportunity to integrate efforts and businesses and agencies can no longer afford to remain siloed.



- Casie Gillette, Senior Director of Digital Marketing | KoMarketing

It was an honor for me to share my favorite YouTube strategies with attendees.

Well another Hero Conf has come and gone, this was my favorite one yet. While this was my fourth Hero Conf, it was my first time as a speaker.

I pitched the topic for a couple of reasons. First, over a billion (yes with B) hours of YouTube are watched every day. So your target audience is on the channel. But most importantly I have heard many clients, marketers, etc. say YouTube advertising doesn't work for them. For that reason, I wanted to share the successful strategies I've used in the past to give attendees a different perspective on YouTube ads as a viable channel. Video consumption is only growing; especially on mobile devices. If we're not delivering content in the format users like to consume it, you can't be surprised if your brand perception declines.

While I've been lucky enough to speak at other conferences, Hero Conf has meant the most to me. I have always been a PPC-focused marketer, and

NO OTHER CONFERENCE HAS A HIGHER-LEVEL OF PPC CONTENT IN THE SCHEDULE.

I'm always motivated to bring something new to my presentations every time. Speaking to your peers is a lot different than speaking to a group of business owners. You have to provide deeper knowledge to make the event worthwhile for those attending. No matter how experienced you are with PPC, you will learn something new.



-Joe Martinez, Senior Manager, Paid Media & Community | Granular





**“ MY FAVORITE PART OF
HERO CONF, HANDS DOWN,
IS NETWORKING WITH PPC’ERS
WHO ARE JUST AS PASSIONATE
ABOUT THE INDUSTRY AS I AM. ”**

-Joe Martinez, Senior Manager, Paid Media & Community | Granular Marketing



It wasn't an easy decision for our bootstrapped start-up to invest the time and money in coming to Hero Conf LA, especially as we had negative experiences with conferences in the past.

WITHIN THE FIRST HOUR OF ARRIVING TO THE VENUE WE UNDERSTOOD WE MADE AN EXCELLENT DECISION.

The attendees were all the decision makers that we had no real access to otherwise. Explaining in a face-to-face setting about click fraud is entirely different than getting traffic to your site and fighting for their attention. Everyone we spoke to seemed interested and many of those interested parties decided to become customers.

WITHIN THE FIRST DAY OF THE EVENT WE HAD A POSITIVE ROI ON THE TRIP.

Additionally, we were able to meet fellow companies in our space that we could learn from and collaborate with.



-Ilan Missulawin, CMO | ClickCease

We don't talk about B2B brands around the dinner table, and B2B marketers have to do more with data, and there's a significant learning curve. Here's where it gets interesting, though.

72%

**OF THE FORTUNE 1000 ARE B2B.
MARKETING FOR THESE BRANDS MAY
NOT BE SEXY, BUT IT'S DEFINITELY
WHERE THE MONEY'S AT.**

B2B marketers close bigger deals, work with higher budgets, and make more money. Technology to assist B2B marketers is evolving at a breakneck pace, and it's nearly impossible to keep up. The industry is starting to understand this, and as they do, education around becoming better B2B marketers becomes more and more important.

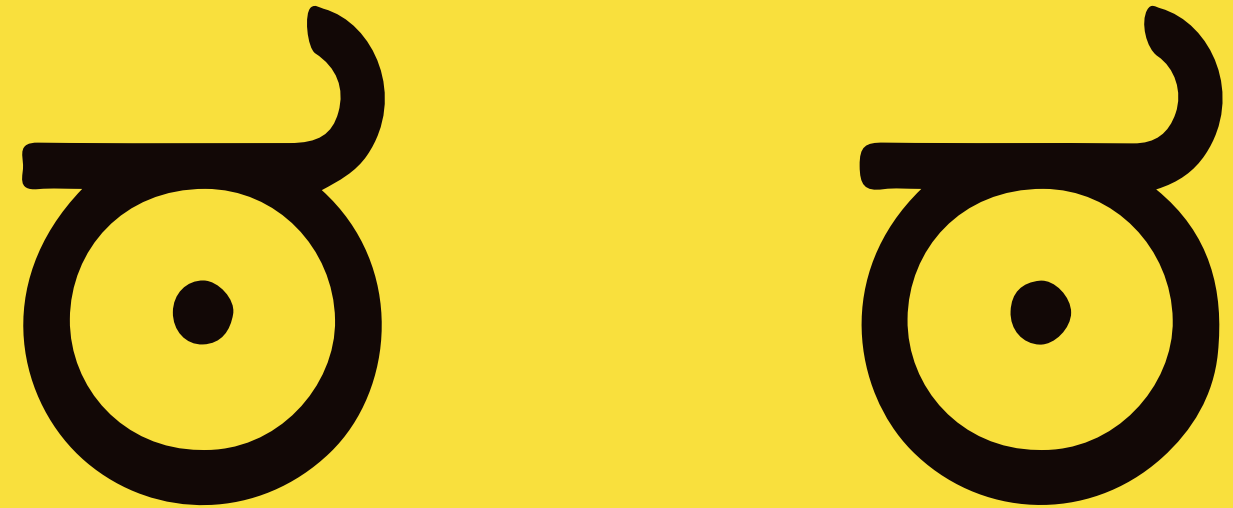
Even 3 years ago, any conference session with "B2B" in the title only hosted a handful of interested attendees. Now, the rooms fill up and attendees clamber to attend.

**WHERE ELSE BESIDES HERO CONF CAN YOU COUNT ON RECEIVING
TOP-NOTCH TRAINING ON BOTH SEARCH AND SOCIAL FOR B2B?**

-AJ Wilcox, LinkedIn Ads Evangelist | B2Linked



B2B MARKETING ISN'T



SEXY.



PPC

TIPS

TRICKS

Hero Conf is an incredible conference for anyone working in pay-per-click advertising. It's honestly one of my favorite conferences out here, both as an attendee and as a speaker. The content is elevated to an advanced level that allows speakers to dig deeper into both tactical tips and tricks, as well as bigger picture advanced strategy thinking. The conference programming is varied and innovative, spanning across paid search, paid social, B2B, B2C, optimization practices to team management. As a speaker, I've found the conference gives me an opportunity to go a step beyond the PPC basics and do deeper training and collaborative conversation with the attendees.

I KEEP COMING BACK TO HERO CONF FOR TWO MAIN, UNBEATABLE REASONS – THE CONSISTENT QUALITY OF THE SESSIONS, AND THE GREAT SPEAKERS AND INDUSTRY LEADERS BROUGHT IN TO PRESENT.



- Maddie Cary, Director of Paid Search | Point It Digital Marketing

JOIN US!



23-25 October 2017



April 16-18, 2018