



# FOSTER WEB MARKETING 2017 ACADEMY AGENDA

## Thursday

**6-8 p.m. Cocktail Party-** Come get to know your fellow attendees, tour the office, and enjoy some refreshments with our team. The office is located at [10555 Main Street, Suite 470, Fairfax, VA 22030](https://www.fwm.com/10555-Main-Street-Suite-470-Fairfax-VA-22030).

---

## Friday

### **9-9:20 Session 1- The Morning Welcome Session**

Welcome to the FWM Marketing Academy! Grab some coffee or a snack while Tom Foster tells you what you can expect to learn while you're here. This session may be brief and casual, but it's very important—we will be building on these concepts with each session.

---

### **9:30-10:30 Session 2- Reputation Management**

Room A: Zach Stone

How to Monitor and Control What Others Are Saying About You Online  
*Reviews, Social Media, Client Experience, Backlinks and Local SEO*

Room B: Jamie Kelly

How to Monitor and Control What Your Website is Saying About Yourself  
*Followup, Content, Website Design, Client Experience, and Intake*

### **10:45-11:45 Session 2- Reputation Management**

Room A: Jamie Kelly

How to Monitor and Control What Your Website is Saying About Yourself  
*Followup, Content, Website Design, Client Experience, and Intake*

Room B: Zach Stone

How to Monitor and Control What Others Are Saying About You Online  
*Reviews, Social Media, Client Experience, Backlinks and Local SEO*

---

### **11:45-1 Lunch** *provided*

---

### **1-2 Session 3 Monitor Your Marketing**

Room A: Mischelle Davis

How to clearly define your marketing plan and monitor your marketing success via key performance indicators (KPIs), goals, thresholds and baselines.

Room B: Dave Frees

How to create "self-improving" campaigns and systems for a better client experience and results.

## **2:10-3:10 Session 3- Monitor Your Marketing**

Room A: Dave Frees

How to create “self-improving” campaigns and systems for a better client experience and results.

Room B: Mischelle Davis

How to clearly define your marketing plan and monitor your marketing success via key performance indicators (KPIs), goals, thresholds and baselines.

---

## **3:30-3:55 Session 5 - Let's Show You How To Do It**

*For these sessions the presenters will rotate rooms and work with you on practical application. These sessions will get you implementing the things you are learning, and you will have the opportunity to work closely with our team and other attendees.*

Room A: Mischelle

Room B: Dave F.

Room C: Zach

Room D: Jamie

## **4-4:25 Session 6 - Let's Show You How To Do It**

*For these sessions the presenters will rotate rooms and work with you on practical application. These sessions will get you implementing the things you are learning, and you will have the opportunity to work closely with our team and other attendees.*

Room A: Jamie

Room B: Mischelle

Room C: Dave F.

Room D: Zach

## **4:30-5 Session 6- Let's Show You How To Do It**

*For these sessions the presenters will rotate rooms and work with you on practical application. These sessions will get you implementing the things you are learning, and you will have the opportunity to work closely with our team and other attendees.*

Room A: Zach

Room B: Jamie

Room C: Mischelle

Room D: Dave

**5:05-5:30 Session 6-** Let's Show You How To Do It

*For these sessions the presenters will rotate rooms and work with you on practical application. These sessions will get you implementing the things you are learning, and you will have the opportunity to work closely with our team and other attendees.*

Room A: Dave

Room B: Zach

Room C: Jamie

Room D: Mischelle

---

**6 p.m. Dinner-** We'll be providing transportation and dinner at French Quarter Brasserie. We hope you'll join us!

---

## Saturday

**9-10 a.m. Session 1- Advanced Marketing Techniques**

Room A: Karen, Connie & Mischelle

DSS Advanced, client experience and how to keep your list clean.

Room B: Molly, Zach & Dave

Building profitable paid advertising campaigns and your targeting options by platform.

**10:15-11:15 Session 1- Advanced Marketing Techniques**

Room A: Molly, Zach & Dave

Building profitable paid advertising campaigns and your targeting options by platform.

Room B: Karen, Connie & Mischelle

DSS Advanced, client experience and how to keep your list clean.

---

**11:30-12 Session 2- Choose Your Own Adventure**

Choose the morning session topic that you want to dig into deeper. This is your opportunity to get more one-on-one help.

---

**12-1 Lunch** *provided*

---

**1-1:50 Session 3- Print Assets and Copy Writing\***

Room A: Kia Arian and Molly McCormick  
Print Marketing Analysis

Room B: Charley Mann and Lindsey Daher  
Copywriting that works, bring what you got and we'll discuss.

*\*Please note: these sessions do not repeat.*

---

### **2-3 Session 4- Ask the Experts**

Room A: Zach & Dave - Ask us anything!  
Roundtable discussion: How to prioritize marketing efforts; ideas, inspiration, and collaboration

Room B: Tom & Mischelle - Ask us anything!  
Roundtable discussion: How to prioritize marketing efforts; ideas, inspiration, and collaboration

Room C: Karen & Connie  
Roundtable discussion: DSS

Room D: Jamie & Lindsey  
Roundtable discussion: Content

---