

ONLINE MARKETING

2 & 3 August 2006
The Rosebank Hotel, Rosebank

Eminent panel includes:

Vinny Lingham
Founder and Chief Strategy Officer
incuBeta

Russell Hanly
Chief Executive
Media24 Digital and
Chairperson
Online Publishers Association

Rudolph Muller
Founder and manager
mybroadband.co.za

Andy Higgins
Managing Director
bidorbuy.co.za

Andrea Mitchell
Head of Digital
34degreesouth

Jonathan Miller
Director
ForgeBusiness

Luisa Mazinter
Chief Executive
theMarketingSite.com

Matthew Buckland
Publisher
Mail & Guardian Online

Richard Mullins
Director
Acceleration

Gunter Berger
Author of the **E-Guide** and Managing
Director
mediaspace.co.za

Lee-Anne Vermaak
Email Marketing Director
Acceleration

Peter Stewart
Managing Director
Clickthinking

Rob Stokes
Founder and Chief Executive
Quirk eMarketing

Mark Buwalda
Managing Director
Ananzi.com

Caroline Lowings
Managing Director
Sweet16.co.za

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online publishers association
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Day One, Wednesday, 02 August 2006

08:00 Registration and Refreshments

08:45 Opening Remarks by Chairperson

Luisa Mazinter

Chief Executive

theMarketingSite.com

09:00 Online Marketing Potential for South African Companies - Have we Missed the boat?"

With the dot bomb that caused a drop in temperatures now a distant blip on the global media thermometer, online has emerged worldwide as a versatile and relevant media - The media magazine 2005

Vinny Lingham

Founder and Chief Strategy Officer

incubeta

09:45 Getting to Know SA's Online Users and how to Reach Them

- Access to detailed demographics and statistics of a combined online readership
- Increase in online ad spend despite the negatives – it took 9 years to reach R60 mil, yet it set to treble in the next few years

Russell Hanly

Chief Executive

Media24 Digital

Chairperson, **Online Publishers Association**

10:30 Mid Morning Refreshments

11:00 Broadband – What Does it Mean for Online Advertising

- Looking at South Africa's current broadband situation
- High cost of entry for online users, thus prohibiting the growth
- Possible remedies to broadband challenges

By Rudolph Muller

Founder and manager

mybroadband.co.za

11:45 Case Study: Maximising Online Revenue and Reach – Getting the Balance Right

- Bidorbuy.co.za receives over 3,000 referrals from Google every day without paying a cent. Find out how you can do the same
- Online Marketing Using Search Engine – Natural Search and Paid Search

Andy Higgins

Managing Director

bidorbuy.co.za

12:30 Web PR and Online Reputation Management

- Identifying where your audience is?
- Exploring the multi-dimensional world of WebPR
- Tracking information about your competitors and staying ahead

Rob Stokes

Founder and Chief Executive

Quirk eMarketing

13:15 Lunch

14:15 Relationship Between Online Marketing and Traditional Advertising Agencies

- Lack of understanding of online marketing by both traditional agencies & marketers
- Co-operation rather than competition?
- Future outlook

Andrea Mitchell

Head of Digital

34degreesouth

15:00 Afternoon Tea

15:15 How to Spread Your Online Business Like a Virus, With no Money Down

- Website Design that turns casual browsers to repeat customers that generate leads for you
- Online Marketing Techniques that will get customers rushing to your website
- Generating bundles of traffic from complementary websites
- Top Search Engine Rankings without paying a fortune
- E-mail Marketing that works for you not against you

Gunter Berger

Author of the **E-Guide** and Managing Director

mediaspace.co.za

16:00 Chair's closing remarks

16:15 End of Day One

Market intelligence: track information about your competitors and stay ahead, monitoring the Internet has become a vital part of any PR strategy

Day Two, Thursday, 03 August 2006

08:30 Early Morning Refreshments

08:45 Chairperson's Opening Remarks

Mark Buwalda
Managing Director
Ananzi.com

09:00 **The Next Big Thing in Online and What it Means to Your Business**

People who have been working in the online industry are no longer just concerned about their email, marketing and affiliate campaigns. They want a broader understanding of their how their campaigns are delivering, where customers are coming from, where are they going and how can streamline the process between prospect and paying client.

Richard Mullins
Director
Acceleration

10:00 **The Silent Revolution – Affiliate Marketing in South Africa**

Explore through case studies how South African companies are employing a leading international business methodology known as affiliate marketing, first pioneered by Amazon, to drive new customers, leads and sales to their businesses. Learn the key fundamentals to starting your own affiliate marketing program, an overview of the technology and business model requirements and learn secrets of implementing a fail-proof affiliate program.

Jonathan Miller
Director
ForgeBusiness

11:00 Mid Morning Refreshments

11:30 **Designing Relevant Email Marketing Programs Which Flourish**

- Tools that build profitable, effective and efficient email marketing campaigns
- Generate, analyse and integrate your marketing efforts...

Lee-Anne Vermaak
Email Marketing Director
Acceleration

12:15 **Understanding Organic Searching**

- What is organic searching?
- An overview of the search landscape
- How the search landscape impacts on your business
- What lies ahead – Online Marketing Billing Codes
- Pay per click vs. Pay per impression advertising
- Set pricing advertising

Peter Stewart
Managing Director
Clickthinking

13:00 Lunch

14:00 **Metrics – How to do Keep Track of Your Online Campaigns**

- Lack of standards and co-operation by online industry

Andrea Mitchell
Head of Digital
34degreesouth

14:45 **How to Reach the Teen Market Online**

- The difference between targeting teens and targeting adults
- Demographic and geographic information.
- Internet accessibility and browsing habits.
- The importance of interactivity.
- Not only content is king - creating a balance between content and presentation.
- Online window shopping - it's e-commerce with a difference.
- How teens feel about online campaigns and adverts.

Caroline Lowings
Managing Director
Sweet16.co.za

15:20 Afternoon Tea

15:30 **What the Rise of Blogs Means for Online Marketing**

- Blogs, citizen journalism and traditional media
- Blogs and niche audience
- Advertising on blogs
- The future

Matthew Buckland
Publisher
Mail & Guardian Online

16:15 Closing Remarks by Chairperson

16:30 End of Day Two and Close of Conference