MikeMoran

International expert in digital marketing, search technology, text analytics, social media, and web metrics.

Mike is a National Speakers Association Certified Speaking Professional who makes appearances dozens of times a year at events around the world, sometimes to hundreds of people, sometimes to just a few. But each time, he makes it worth their while. If you're organizing an event, there's no such thing as a big event or a small event—your event is the biggest event there is. You have to count on your speaker to deliver. Whether you need someone to kick things off in the morning, to wake everyone up to a new way of thinking, or to connect with people to get them to act, you know the impact you need and you need a speaker who delivers it. Each audience and each situation is different, so you need someone who can adjust to what yours is.

3 MOST REQUESTED TOPICS

DIGITAL AND SOCIAL MEDIA MARKETING SPEAKER, AUTHOR, AND CONSULTANT

CONTENT MARKETING: IMPLEMENTING A WINNING PROGRAM
So, you've been hearing about content marketing for years. You're convinced that it's important for your business or your clients. You know that unless you provide valuable information for your audience, someone else will. How can you discover the problems and issues your audience faces? How can you continuously create content that your audience values? We'll help you to use your own organization (or that of your clients) to apply what you learn to your own content marketing strategy and tactics, leaving with action items to improve your content marketing immediately.

EXECUTING A SUCCESSFUL AGILE MARKETING PLAN
Agile marketing can be described as the path to success in digital marketing that is based on experimentation and course correction, rather than tedious strategizing leading up to a "big bang" launch of a risky endeavor. In order to get the most out of your marketing campaign, feedback needs to be analyzed and necessary changes need to be implemented faster to improve the customer experience. We'll introduce agile marketing, why it is essential to your marketing campaign, and strategies and tactics you can implement into your business plan.
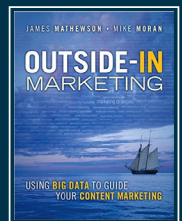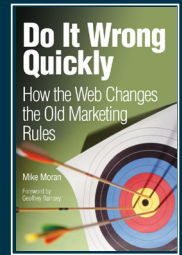
FIVE THINGS YOU NEED TO KNOW ABOUT THE NEW GOOGLE SEARCH
It's not your father's Google anymore. If you're still dutifully optimizing your title tags and checking your rankings, you're behind the curve. It's not that those things don't matter anymore--it's that so many other things matter, too. In just the last two years, Google has introduced a world of changes to organic search that have upended the way people search and the results they get. What marketers must do to stay in front of searchers has changed, too. Don't keep running the same SEO campaigns that worked last year, because they might not work now. Find out what has changed in Google Search so that you can change, too.

Do It Wrong Quickly
How the Web Changes the Old Marketing Rules
Mike Moran

Search Engine Marketing, Inc.
Driving Search Traffic to Your Company's Web Site
Third Edition
Mike Moran and Bill Hunt

JAMES MATHEWSON · MIKE MORAN
OUTSIDE-IN MARKETING
USING BIG DATA TO GUIDE YOUR CONTENT MARKETING

PARTIAL CLIENT LIST

· 3M	· IEEE	· ORACLE
· AMER. MARKETING ASSOC.	· INTEL CORP.	· PANASONIC
· BAKER & McKENZIE	· JOHNSON & JOHNSON	· PEARSON
· CONSUMER REPORTS	· KOHLER	· SCHLUMBERGER
· FORRESTER	· MOTOROLA	· SIEMENS
· IBM	· NORDEA	· WALMART

WHAT OTHERS HAVE TO SAY

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STEVE CUMMINS
Director of Marketing at Panasonic Electric Works Corp. of America

Mike is an excellent speaker on social media and digital marketing. I hired Mike for a Sales Meeting at Panasonic, and he provided a compelling and entertaining presentation to our audience of Sales & Marketing professionals on how to develop the strategy and get started on using social media for B2B sales. Mike was extremely professional during the preparation for the event, and made sure to develop material that was in line with the goals of our meeting. On the day, he arrived early and was willing to run over his time to answer many questions from the audience. Feedback from the participants has been very positive. I have also seen Mike speak at BMA and MENG events, and he always has an interesting perspective to share. I will definitely call on Mike again for his expertise.

"I have contracted with Mike Moran to present at a couple different venues to digital leaders and teams. Mike has a great level of knowledge and expertise in digital technologies, work process and management. His level of expertise and his casual presentation style make for the perfect combination. I always feel motivated, with a greater level of strategic clarity after a Mike Moran presentation."

DEANNA WINSLOW
GlobalDow.com Leader at Dow Chemical Company "

JORGE DURON "
VP Global Services, Motorola Mobility, Inc.

Mike Moran generated so much energy in the room as he delivered his pitch on Digital Marketing to my team of Services Sales and Technology experts that the room became noticeably warmer. His passion and delivery on the subject created emotional extremes...anxiety (I'm late/we're late!) to elation (This guy really gets it and now I do too!). I highly recommend listening to Mike on this topic he so thoroughly commands.

"We recently invited Mike to teach a workshop on Content Marketing and Implementing a Winning Program at our SES New York event and we were really happy with this new course. Mike was easy to work with, professional and delivered fantastic content that more than met the expectations of our attendees–I wouldn't hesitate to work with Mike again."

LAURA ROTH
Senior Conference Manager for SES and ClickZ "

Mike serves as a senior strategist for Converseon, a leading digital media marketing consultancy based in New York City. Mike helps Converseon's key clients with social media marketing and social media listening issues. Prior to this position, Mike spent 30 years at IBM, rising to Distinguished Engineer, an executive-level technical position. Mike held various roles in his IBM career, including eight years at IBM's customer-facing website, ibm.com, most recently as the Manager of ibm.com Web Experience, where he led 65 information architects, web designers, webmasters, programmers, and technical architects around the world.

CONVERSEON
Making Social *Work*

NSA®
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PROFESSIONAL
MEMBER