



Online Marketing. Bottom-line Results.®

If your attendees want better results from their marketing and want to learn strategies they can put to work immediately, Bob is the marketing speaker you are looking for.

Bob makes online marketing understandable and empowers business leaders with actionable tips and strategies they can put to work immediately to:

- Increase sales & profits
- Attract targeted prospects
- Generate new business leads
- Strengthen relationships with customers
- Boost marketing results on a limited budget
- Measure marketing ROI

Bob's Most Popular Topics:

- [How to Build an Online Marketing Machine](#)
- [How to Market to 'Generation Net'](#)
- [How to Reach New Customers with Social Media](#)
- [How to Put Your Online Marketing Toolbox to Work](#)
- [7 Steps to Search Engine Marketing Success](#)
- [How to Be Successful with Email Marketing](#)

About Bob DeStefano

An internet marketing pioneer with over 15-years experience helping business leaders leverage online marketing to produce bottom-line results.

Bob's online marketing career began during the birth of internet marketing in the early 1990's serving as a strategic planner for Dean Witter, Discover & Co. specializing in Internet marketing strategies. At Dean Witter, Bob spearheaded the creation of the company's first Website.

As president of SVM E-Business Solutions, a leading B-to-B online marketing agency, Bob has worked with a wide variety of companies, from Fortune 500 companies to small family-owned businesses, to help them leverage online marketing to produce bottom-line results.

What Meeting Planners Say About Bob:

“Bob awakened our members to the importance of online marketing and provided them a path to follow to remain competitive in an online world.”

**David Cotter, Chief Executive Officer
Textile Care Allied Trades Association**

What Business Leaders Say About Bob:

“I am convinced Bob can help anyone position themselves for e-commerce success regardless of product, service or business.”

**Brad Mountz, President
Mountz, Inc.**

Partial Client List:

Association Education Alliance
 Association for Hose & Accessories Distribution
 Forging Industry Association
 Gases and Welding Distributors Association
 Hanley Wood
 Industrial Supply Association
 International Sign Association
 ISSA—The Worldwide Cleaning Industry Assoc.
 MarketingProfs
 Material Handling Equipment Distributors Assoc.
 Microsoft
 National Association of Wholesaler-Distributors
 National Association of Manufacturers
 National Marine Distributors Association
 National Pest Management Association
 North American Die Casting Association
 Safety Equipment Distributors Association
 Specialty Tools & Fasteners Distributors Assoc.
 Textile Care Allied Trades Association
 Vance Publishing Corporation
 Wood Machinery Manufacturers of America
 Woodworking Industry Conference



For Fees and Availability:



Call: **1-877-786-3249 x3**

Email: **speaker@svmsolutions.com**

Visit: **www.bobdestefano.com**

Bob's Most Popular Speaking Topics

Bob's powerful presentations are perfect for business leaders who want to take their marketing to the next level. In each presentation, Bob makes online marketing understandable and empowers attendees with actionable strategies, tips and best practices they can put to work immediately to produce significant results online.

All keynotes and workshops are customized for your specific needs. Programs are available in 90-minute, half-day and full-day formats. Below are a few of Bob's most requested topics:

How to Build an Online Marketing Machine

Sure you have a Website, but are you turning enough visitors into leads for your sales process? Your answer can be the difference between a Website that is a money-maker and one that is nothing more than a glorified brochure.

This enlightening presentation will provide you with a roadmap for transforming your Website into an Online Marketing Machine. You will learn how to harness the power of search engine marketing, a customer-focused Website, email marketing, social media and Web analytics into an integrated marketing system that will continually generate new business, strengthen relationships with customers and maximize the results from your marketing investments. Whether you are an online marketing novice or an expert, you will learn actionable strategies to:

- Make your Website customer-focused
- Drive targeted visitors to your Website
- Convert anonymous visitors into named leads
- Nurture relationships with customers and prospects
- Measure the return on all marketing investments



How to Market to 'Generation Net'

The first rule of business is "know your customer." However, a dramatic shift is taking place and the face of your customer is being transformed by Generation Net. The Boomer generation is being overtaken by Generation X and the Millennials – two tech-savvy groups with little patience and big expectations for 24/7 convenience. Your future success will depend on how you evolve your marketing, sales and customer service processes to meet the needs of Generation Net. But how do you do it?

This enlightening presentation will introduce you to Generation Net and show you how you can attract, engage and do business with them leveraging online and social technologies. You will learn

- How Generation Net is radically changing how we do business
- Why your Website IS your company
- How to REALLY do business online
- How to increase sales by marketing your knowledge
- How to succeed without alienating your Boomer customers

Bob's Most Popular Speaking Topics

How to Reach New Customers with Social Media Marketing

Social media has changed the marketing landscape forever. Blogs and social networking sites, like LinkedIn, Facebook and Twitter empower you to reach your customers and prospects directly, allowing you to establish credibility, build stronger bonds with customers and generate new business opportunities. So, how do you effectively harness social media marketing to generate buzz that will produce results?

This powerful presentation will show you how to unlock your promotional potential with social media marketing leveraging blogging, content marketing, YouTube, LinkedIn, Facebook, Twitter and other social media. Whether you are an online marketing novice or an expert, you will learn actionable tips and proven strategies to:

- Develop a results-focused social media strategy
- Dominate the Google results through content marketing
- Effectively leverage LinkedIn, Facebook and Twitter
- Create a blog your customers will love
- Monitor and manage your online reputation

How to Put Your Online Marketing Toolbox to Work

Sure you have a Website, but are you harnessing the power of online marketing to produce business-building results for your company? Your answer can be the difference between a Website that is a money-maker and one that is nothing more than a glorified brochure.

This powerful presentation will make online marketing understandable and provide you with proven ideas for transforming your Website into your most powerful marketing tool. You will learn how to harness the power of online marketing to continually generate new business, strengthen relationships and maximize the results from your marketing investments. Whether you are an online marketing novice or an expert, you will learn actionable strategies to:

- Turn your Website into a lead generation machine
- Attract new customers from search engines
- Expand your influence with social media marketing
- Nurture customer relationships with email marketing
- Measure the return on all marketing investments



Seven Steps to Search Engine Marketing Success

Right now, somewhere, a potential customer is searching for your products. But, who will they find first — your company or your competition? Search engine marketing is all about getting in front of customers at the very moment they are searching for your products on Google. But how do you take full advantage of search engine marketing and out-shine your competition?

This powerful presentation will take the mystery out of search engine marketing, make it understandable and put you on the path to success. You will learn proven ways to:

- Choose the best keyword phrases
- Make your Website attractive to Google
- Attract quality links to your Website
- Run a results-focused paid search campaign
- Measure search engine marketing success.

Online Marketing Analysis for Attendees

After learning how to put online marketing to work, attendees can spend some one-on-one time with Bob to get an expert's opinion on how to turn their Website into a money maker.

Bob's **Online Marketing Analysis** is a personalized consulting service that will provide interested attendees with specific recommendations on how their Website, search engine ranking, social media presence and email marketing activities can be improved to produce measurable business results. All participants will receive a **custom 40-page analysis** detailing Bob's recommendations.

Westfield Manufacturing Co.			
Online Marketing Strength Score: 2.5			
Your Online Marketing Strength Score evaluates the effectiveness of your company's current online marketing efforts. It is designed to help you identify opportunities to significantly improve your online marketing results.			
Search Engine Marketing Score: 2.2		Customer-focused Website Score: 3.0	
Current Rank on Google	How do you rank in Google for the keywords you provided to SM? 3	Home Page Effectiveness	Does your home page clearly communicate what your company does and the customers you serve? 3
Targeted Keywords	Are your targeted phrases targeted and searched most often by your customers and prospects? 2	Intuitive Navigation	Is it easy for prospects and customers to find their way around your Website? 3
Website Optimizations	Is your Website's copy and coding optimized for top performance in organic search results? 3	Customer-focused Content	Is the content on your Website customer-focused or content-focused? 3
Inbound Link Authority	Do many quality Websites link into your Website? 2	Educational Content	Do you offer useful educational content in addition to product and service information? 3
Pay-per-click Advertising	Are you running a results-focused pay-per-click advertising campaign? 1	Competing Calls to Action	Does every page offer relevant calls to action that appeal to prospects at each stage of the buying cycle? 3
Email Marketing Score: 2.0		ROI Measurement Score: 2.6	
Use of Email Marketing	Do you produce an email newsletter or engage in any form of email marketing? 3	Web Analytics	Do you have access to Web analytics reports to track the effectiveness of your Website? 4
Online List Building	Is it easy for prospects and customers to subscribe to your email list on your Website? 1	Conversion Tracking	Do you track the effectiveness of your online lead generation and/or online sales activities? 2
Customer-focused Content	Is the content in your email newsletter customer-focused or content-focused? 3	Search Engine Metrics	Do you actively track your search engine marketing results? 1
Relevant Calls to Action	Do you offer relevant calls to action in your email newsletters to drive people to your Website? 1	Email Marketing Metrics	Do you actively track your email marketing results? 3
Regular Email Schedule	Does your email have a regular schedule when contacting your email newsletter? 2	Frequency of Analysis	Do you review your online marketing reports on a regular basis and plan for future success? 3
<p>Scoring Key: 5 - Excellent 4 - Above Average 3 - Average 2 - Below Average 1 - Poor</p>			

What Meeting Planners Say About this Program:

“Your presentation at our Leadership Forum was outstanding! The feedback we received from our members was overwhelmingly positive and many said you were one of the best speakers we ever had.

In addition, the one-on-one Online Marketing Diagnostic consultations sessions you provided our members in conjunction with your workshop was an added benefit that gave them another reason to attend. Thank you for your professionalism and for providing our members with so many practical ideas they can put to work immediately to grow their businesses.”

Jackie King, Executive Director
Safety Equipment Distributors Association

What Business Leaders Say About this Program:

“The detailed Online Marketing Diagnostic was extremely thorough and very professional! We were truly impressed by the length of the report, and the applicable details it contained. It was apparent that a great deal of thoughtful time and effort had been put into it.”

Janice Beattie, National Sales Manager
Hazmasters

“Bob's Online Marketing Diagnostic was very informative and detailed to our company's specific needs. It will be beneficial in making our Website more effective in increasing sales leads and revenue for our company.”

Dave Schuck, National Sales Manager
Moldex-Metric

“Bob's Online Marketing Diagnostic laid out a comprehensive review of our site's strengths and weaknesses. The review really provided us with fresh and knowledgeable insights that will help us increase our Web-based business.”

Mike Standley, Safety Products Manager
OXARC



Results-Focused Online Marketing Webinar Series

Let your members learn how to take their marketing to the next level without having to leave their desks by offering Bob's five-part Results-focused Online Marketing Webinar Series.

A Turnkey Online Education Solution that Will Make You Money!

In addition to his in-person presentations, Bob can offer his top-rated Results-focused Online Marketing Webinar Series that includes these five 90-minute Webinars:

- How to Make Your Website a Lead Generation Machine
- 7 Steps to Search Engine Marketing Success
- How to Reach New Customers with Social Media Marketing
- How to Be Successful With Email Marketing
- Web Analytics: How to Measure the Success of Your Website

The best part about this program: **it will make you money and Bob's team will do all the work!**

Bob and his team will take care of everything to ensure this Webinar series is a success, including:

- Creating Webinar content
- Marketing the Webinar
- Handling registrations and payment
- Manage the Webinar broadcast
- Moderating the Q&A session

How Much Will This Cost?

- Webinar Series Fee: **We pay you...Really!**

All we ask is for your support promoting the program to your members. This will be a great source of non-dues revenue and a valuable service for your members.

We typically charge attendees \$149 per Webinar. **We will pay you \$50 per paid attendee.**

To Learn More About This Series:



Call: **1-877-786-3249 x3**

Email: **speaker@svmsolutions.com**

Visit: **www.bobdestefano.com**

'Speaker on Call' Program

Bob's 'Speaker on Call' Program

Do you want to take advantage of all of Bob's educational programs and services for one fixed price? Then, Bob's 'Speaker on Call' program is perfect for your association.

For one flat fee, Bob will provide all of the following services for 12 months.

Unlimited Speaking at Your Live Events

Do you have a national conference, as well as several regional meetings? Bob can provide his powerful online marketing keynote and workshop presentations at all of them.

Just pay his reasonable travel expenses and Bob will speak at as many events as you want during the year for no additional fee.

Five-Part Online Marketing Webinar Series

Let your members learn how to take their marketing to the next level without having to leave their desks. Bob will present his top-rated Results-focused Online Marketing Webinar Series including these five 90-minute Webinars:

- How to Make Your Website a Lead Generation Machine
- 7 Steps to Search Engine Marketing Success
- How to Reach New Customers with Social Media Marketing
- How to Be Successful With Email Marketing
- Web Analytics: How to Measure the Success of Your Website

Bob and his team will take care of everything — including content, marketing, registration, production, broadcast and moderation. All for no additional fee. All Webinars will be presented live, then available in an on-demand format.

Online Marketing Analysis for Members

Bob's Online Marketing Analysis is a personalized consulting service where Bob provides your members with specific recommendations on how to transform their Website into their most powerful marketing tool.

They will be provided a **custom 40-page analysis** and **90 minutes of consulting** explaining exactly how to harness the power of a customer-focused Website, search engine marketing, social media marketing, email marketing and Web analytics into an integrated marketing system that will continually generate new business, strengthen relationships with customers and maximize the results from their marketing investments.

Normally priced at \$399, this service will be offered to all of your members for no charge.

Articles for Your Website, Blog, Magazine and Newsletters

Punch up the educational value of your online and offline communications with Bob's powerful articles. On a monthly basis, Bob will serve as a columnist providing results-focused marketing articles your members can profit from.

To Learn More About This Program:



Call: **1-877-786-3249 x3**

Email: **speaker@svmsolutions.com**

What Meeting Planners Say About Bob

Bob has led keynotes, workshops and webinars for many associations and companies including:

- National Association of Wholesaler-Distributors
- National Association of Manufacturers
- Industrial Supply Association
- North American Die Casting Association
- Gases and Welding Distributors Association
- MarketingProfs
- International Sign Association
- Material Handling Equipment Distributors Assoc.
- Textile Care Allied Trades Association
- ISSA—The Worldwide Cleaning Industry Assoc.
- National Pest Management Association

- Microsoft
- Specialty Tools & Fasteners Distributors Assoc.
- Association Education Alliance
- Woodworking Industry Conference
- Association For Hose and Accessories Distribution
- Industrial Compressor Distributor Association
- Safety Equipment Distributors Association
- Forging Industry Association
- National Marine Distributors Association
- Vance Publishing Corporation
- Hanley Wood

“Bob, I’m happy to report that the FIA Marketing Workshop received very positive reviews — due in large part to your fine online marketing presentation.

The comments of the attendees say it best: ‘Excellent speaker, very informative, very useful information,’ ‘Excellent, especially for the non-tech people’ and ‘Great info – well presented and easy to understand.’

Wow! Those are some great comments and those are just a few! Bob, I always want the audience to have a good ‘take away’ of practical information from this workshop. You hit a home run!”

**Don Farley, Director of Marketing
Forging Industry Association**

“Thank you, Bob, for the excellent keynote presentation at the National Cabinet Conference & Woodworking Show. Your common sense approach to these important and timely online marketing topics is extremely refreshing. I definitely plan to contact you when the next speaking opportunity arises.”

**Rich Christianson, Associate Publisher
Vance Publishing Corporation**

“Bob has brought an incredible insight and understanding to the entire industrial supply industry in the emerging marketing trend of online marketing. Those who have followed his guidance and recommendations have prospered greatly in an era of declining business profitability.”

**John Buckley, Executive Vice President
Industrial Supply Association**

“Thank you so much for your excellent presentation at the our annual conference. As you can tell from the survey results, you received high marks from all attendees. We received many comments on specific ways that you helped our members understand and utilize online marketing.

You awakened our members to the importance of online marketing and provided them a path to follow to remain competitive in an online world. In addition, you explained online marketing in a refreshing, non-technical way that business leaders can easily understand. I highly recommend you to other organizations as a presenter.”

**David Cotter, Chief Executive Officer
Textile Care Allied Trades Association**

“Many thanks, Bob, for your excellent online marketing workshop. Your energetic program provided our members with the insight to harness the power of the Web and online marketing. We received lots and lots of positive comments about the take-home value you provide.”

**Ron Schreiber, Senior Vice President
National Assoc. of Wholesaler-Distributors**

“Our conference attendees, a group of tech-savvy trade association CEOs, rated Bob’s presentation the best of the entire meeting. Bob explains online marketing in understandable yet very thorough terms. His presentation is essentially a checklist of what to do and how to do it in order to be successful online in the 21st century.”

**Dave Asselin, Executive Director
National Association of Manufacturers**

What Attendees Say About Bob

Business leaders say Bob provides actionable marketing ideas in an engaging way. Bob makes online marketing understandable and provides attendees with strategies they can implement immediately to boost their online marketing results.

“I am convinced Bob can help anyone position themselves for e-commerce success regardless of product, service or business.”
Brad Mountz, President
Mountz

“Bob’s presentation was excellent. He offered a lot of interesting ideas we plan to put to work”
Dan Ahuero, President
GHX, Incorporated

“I found Bob’s presentation very interesting. It opened my mind to a lot of things we need to be doing to improve our online marketing results.”
Jeff Davidson, President
Weinig Group

“I was very impressed with Bob’s presentation, and think he provided great ideas to keep in mind as we upgrade our Website.”
Phyllis Russell, Executive Director
PTDA Foundation

“I was impressed with the clarity and logic of Bob’s presentation. Bob offered a logical approach to online marketing, with plenty of actionable advice on how to produce results.”
Dean Gordon, President
Deetag Ltd

“The presentation gave me new ideas about putting even more focus on online marketing.”
Erik Jolberg, General Manager
TESS

“Bob’s presentation gave solid information. I learned the importance of keeping my Website fresh to improve my organic search ranking.”
John Thompson, Sales Manager
Walter Surface Technologies

“A fantastic presentation of Internet marketing without confusing IT lingo!”
Paul Hirt, President/CEO
Sigma Electric

“I felt the strategies to improve a company’s Website were invaluable! Excellent!”
Brett Murphy, Sales Representative
Flex Enterprises

“Bob covered email marketing in an interesting way which I hadn’t seen in other online marketing presentations.”
Frank Elvin, President
Eltech Solutions



“Excellent presentation! Very informative and easy to understand.”
Steve Iffland, Executive Vice President
Western International Gas

“Very good content in a manageable format. Bob is an excellent speaker!”
Kathleen Durbin, Chief Executive Officer
General Industrial Tool & Supply

“This presentation was helpful in breaking down the fundamentals of online marketing. Bob gave me A LOT of great ideas I can put to work!”
David Wolf, Material Manager
A. Finkl & Sons

“Bob’s information was clearly presented, flowed nicely and was easy to understand. I can’t wait to get back to the office and get started!”
Mike Kelly, President
Mitchell Abrasives