

LURING, FOLLOWING & CATCHING CONSUMERS' CLICKS

Date
22 May 2014 (Thurs)

Time
6.30pm – 9.00pm

Venue
MIS Executive Lounge
410 North Bridge Road, Level 1, S188726

MIS Student: Complimentary
MIS Member: \$20
Non-Member: \$35
Public Tertiary Institution
Student*: \$10

*This includes all students from NUS, NTU, SMU, NYP, NP, SP, TP and RP only.

Key Highlights

5 simple steps to kick start your Search Marketing Campaign

Practical Action Plans to achieve the best results

The various methods to lure the clicks to YOU

Case studies

Did you know? **83%** of all purchases involve online researching before completing the purchase! So how do we make use of these online researches and lure the clicks back to **YOU?**

Leverage on the prowess of
SEARCH MARKETING
and optimise on the endless opportunities!

EVANGELINE LEONG

Head of Digital Account Management, PurpleClick



Evangeline Leong is the Head of Digital Account Management of PurpleClick, an Award winning digital marketing agency and an authorized premium reseller of GOOGLE, YAHOO & BAIDU. With over 5 years of experience embracing digital marketing, she has helped many companies achieve double digit growth year-on-year and is instrumental in driving PurpleClick's online advertising business. At PurpleClick, she drives all marketing and promotional activities, while charting and implementing strategy for conversion management programs. She manages key enterprise accounts such as Citibank, GNC, UOB, PSB Academy, CPF Board

and A*STAR. Evangeline is passionate about Online Marketing and hopes to make it an integral part of every business.

About PurpleClick

PurpleClick is the lead entity within the PurpleClick Group of business consultancy and digital marketing companies that include also PurpleClay Consulting and DigiChina. Headquartered in Singapore, PurpleClick provides businesses across industries throughout Southeast Asia and China with cost-efficient and performance-driven digital marketing solutions. Started in 2006, the company has since driven results for businesses ranging from multinational corporations and government agencies to small and medium enterprises with its excellence recognized by over 30 awards which includes Digital Agency of the Year Award for the 5th consecutive year (2009-2013) and Red Herring Top 100 Asia.

PROGRAMME HIGHLIGHTS

6.30 – 7.15PM
REGISTRATION & NETWORKING
(Light dinner will be provided)

7.15 – 8.30PM
PRESENTATION TALK

8.30 – 9.00PM
QUESTIONS & ANSWERS

Seats available on a first-come, first-served basis. Payment must be received prior to confirmation of your seat. Please make your cheque payable to "Marketing Institute of Singapore".

