



Atlanta Shoe Market

Retail Training Workshop

Presented by the National Shoe Retailers Association

Renaissance Waverly Hotel • Kennesaw Ballroom
Sunday, February 17, 2019 • 7:30 a.m. to 9:00 a.m.

Continental breakfast will be provided, starting at 7:00 a.m.



Demystifying Digital Marketing

Presented by Steve Ryan

Founder and CEO, RyTech, LLC

Retailers want to ensure that marketing dollars are put to the best use with the most impactful return on investment. From social media to search engines, email marketing to websites, pay-per-click to design, understanding how each segment might work for your business and the goals you establish are important. We'll dive deep into demographics, advanced targeting, overall online marketing trends, and more in this interactive session designed to stretch your marketing dollar further. Topics to be covered include:

- Identify digital marketing quick tips for immediate impact
- Understand website design and development best practices
- Discover new ways to market through search results
- Focus on social media channels that convert for your demographics
- How to engage with customer base when they're not physically present in your store



Steve Ryan is energized by helping business succeed and grow through their digital marketing efforts. Founding RyTech in 2012, Steve wanted to assist businesses with the expanding digital market, changing digital landscape, and become a trusted partner to develop long term partnerships. RyTech's experience spans across the United States with businesses at all stages of growth and revenue. Steve holds degrees from Marquette University and University of Illinois Urbana-Champaign and frequently speaks on digital marketing topics at industry conferences, tradeshows, and seminars.



Complimentary
online registration at
www.nsra.org