



GRAND INSPIRATION

2017 IMCA ANNUAL CONFERENCE
Scottsdale ▶ June 25-27

KAREN KORSGARD

*Director of Client Services
Hult Marketing*



ABOUT THE SPEAKER

Karen Korsgard, director of client services at Hult Marketing, brings more than 30 years of marketing and public relations experience to the Peoria, Ill.-based marketing firm's clientele. At Hult, she is responsible for strategic direction and oversight of the agency's Account Services team, including integration of public relations, digital and inbound marketing programs.

Before joining Hult Marketing in 2000, Korsgard served as director of communications at the Illinois Chamber of Commerce. She has also held numerous media relations roles including assistant to the State of Illinois governor's press secretary and assistant division chief of communications at the Illinois Department of Public Health. In these highly visible roles, Korsgard interacted with statewide and national media on a daily basis.

Korsgard earned her bachelor's degree in mass communications/public relations from Illinois State University. Additionally, she earned her Accreditation in Public Relations (APR) designation from the Public Relations Society of America.

PRESENTATION SUMMARY

Building a Strategy to Generate More Leads and Promote Your Brand with Inbound Marketing

With the valuable tools discussed in this workshop, we will help you be better positioned to start practicing better inbound marketing quickly and with higher return on investment. During this workshop, you will learn strategies that you can use to monetize your conversation in the C-Suite and build a case for even greater success with lead generation and sales of personal lines, commercial customers or with distributors. During this workshop, Jim Flynn will also address:

- Start at the start: Who are we talking to and what do we want them to do?
- Importance of discovering and exploiting your brand distinction.
- Speaking the language of the C-Suite.
- Why your leadership team must be the catalyst to jump-start success.
- Projecting your metrics for success.
- Monetizing your target audience and database segmentation strategies.
- Marketing qualified leads vs. sales-qualified leads.
- How to build a bridge between sales and marketing using the buyer's journey.



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PRESENTATION SUMMARY

Putting Your Inbound Marketing Strategy to Work, Fine-Tuning the Basics

A good strategy will get you nowhere if it lacks a tactical plan for execution. During this workshop, we will focus on interpreting the strategy and creating actionable tactical executions that will help your inbound marketing program take shape. We will emphasize simple “how to” steps that will transform your website into a lean, mean, lead-generation machine. This breakout session will also address:

- How to build an effective content strategy using the customer-facing members of your team as a guide.
- Creating and using buyer personas for targeted content that resonates with your targeted audience.
- Planning workflows within a marketing automation infrastructure.
- Optimizing your organization’s website for inbound success.
- Using landing pages and the role of calls-to-action throughout the buyer’s journey.
- Developing a blueprint for long-term success through effective resource alignment.