



CMA Ottawa invites you to a luncheon on  
**Tuesday, April 27<sup>th</sup>, 2010**

**Has Your Search Engine Marketing  
Gone Missing in Action?  
with  
Kelly Kubrick, Principal  
Online Authority**

“Intimidated by search engine marketing, 73% of small business owners said they would rather take a stab at filing their taxes than set up a search marketing plan.”

*Source: Microsoft Advertising Study, Dec 2008*

Don't miss this opportunity to get some straight answers about this critical and cost effective online marketing skill. Learn how search marketing can be harnessed to achieve outcomes critical to your organization's online efforts. Join Kelly Kubrick and get practical advice about what's actually involved in increasing the “findability” of your website:

- Measure visibility (instead of worrying about rankings)
- Why it's not really about your home page
- Leverage your own subject matter expertise to target (the long tail of) your topic
- Arm yourself with Kelly's recommended tool kit

Kelly Kubrick is former Director of eCommerce Development with Time Warner's publishing division in New York. Owner of Online Authority, she specializes in Internet marketing performance measurement. Kelly serves on the Advisory Board of eMetrics Marketing Optimization Summit (Toronto) and Canada's Search Marketing Expo.

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**When:** Tuesday, April 27<sup>th</sup>, 2010 from 11:45 a.m. to 2:15 p.m.

**Where:** Hampton Inn and Conference Centre, 100 Coventry Rd, Ottawa

**Cost:** \$ 40.00 for CMA members, \$ 55.00 for non-members

**Plenty of free parking** (Includes lunch, coffee, dessert, and a great opportunity to network with many other local marketing professionals.)

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Presented by Canadian Marketing Association – Ottawa Chapter. The CMA hosts monthly networking and educational luncheons and seminars throughout the year. The CMA is a place of dynamic exchange among direct, interactive and customer contact marketing users, creators, managers and suppliers.

*Please see reverse for registration form*

Please register me for:  
**Search Marketing: MIA**

**Kelly Kubrick, Canada Post Corporation**

Tuesday, April 27, 2010 – 11:45 a.m. to 2:15 p.m. @  
Hampton Inn & Conference Centre, 100 Coventry Rd, Ottawa, Ontario

Name: \_\_\_\_\_

Co. Name: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail \_\_\_\_\_ Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Please list all attendees in your party with email addresses

\_\_\_\_\_  
\_\_\_\_\_

Please indicate food allergies/restrictions: \_\_\_\_\_

I heard about this event: • OBJ Ad • CMA Website • Mail • Email

**CMA Members: \$ 40.00**

**Non - Members: \$ 55.00**

Please reserve: \_\_\_\_\_ seats \_\_\_\_\_ member(s) \_\_\_\_\_ non-member(s)

•  
VISA

•  
Mastercard

Total \$ \_\_\_\_\_

Card # \_\_\_\_\_ Expiry date \_\_\_\_\_

Signature \_\_\_\_\_

Become a member of the CMA Ottawa Chapter and take advantage of the many benefits of membership, including reduced luncheon costs.  
If you are interested, please check the box below and someone will contact you.  
• ***I am interested in becoming a member of the CMA Ottawa Chapter.***

**Please RSVP by Wednesday, April 21, 2010**

**By FAX (613) 248-4667 or by EMAIL: [info@cmaottawa.com](mailto:info@cmaottawa.com)**

Limited attendance. Registration is on a first come-first served basis.

If you are unable to attend please send someone else in your place.

No shows will be invoiced.



For a list of upcoming events visit: [www.cmaottawa.com](http://www.cmaottawa.com)