

For Immediate Release

NEW DIGITAL CONFERENCE COMING TO INDIANAPOLIS: HERO CONF CONVERSION SUMMIT

New Digital Conference Features World-Class Speakers And Two Tracks Of Dynamic Content

June 25, 2014 — Hanapin Marketing is proud to announce a brand new digital conference coming to Indianapolis in October. Hero Conf Conversion Summit is a one-day conference plus workshops happening at the NCAA Hall of Champions on October 14, 2014 and is devoted to the science and design behind a successful landing page.

Fresh off executing Hero Conf - an annual, all PPC Conference that featured over 65 speakers and big brands like Adobe – Hanapin Marketing knows all about hosting exceptional and unique conferences. Hero Conf included out-of-the-box entertainment like a Bar Takeover (Powered by Bing), a Movie Takeover, and fun special features like a Bloody Mary Bar, cool swag, and giveaways. The upcoming Summit will be no different.

“The response to Hero Conf has been overwhelming and we couldn't be happier with the ever-growing interest in PPC (pay-per-click) advertising," said Nate Hollander, Senior Event Producer for Hanapin Marketing, "so we thought it was time to provide additional education around a more specific digital topic, conversion rate optimization. This summit will provide a unique opportunity for attendees with the quality Hero Conf experience our participants know and love."

Promising to provide actionable information and takeaways to drive the conversions you crave, Hero Conf Conversion Summit will feature two tracks of dynamic content on conversion rate optimization (CRO), the “Science” track and the “Magic” track. The “Science” track will be devoted to technical and analytical conversion rate optimization components, while the “Magic” track will examine design and creative components. The event will provide the platform for world-class speakers to share original and innovative content, while allowing attendees to rub elbows with peers from world-class brands and leave with tangible and practical ideas.

One-on-one Workshops with experts will be held the morning after Hero Conf Conversion Summit on Wednesday, October 15. The Workshops allow participants to discuss conversion details most relevant to their own landing pages.

More information on this new and exciting conference for digital advertisers will be available soon at Heroconf.com/ConversionSummit.

Contact

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About Hanapin Marketing

Hanapin Marketing is a paid search agency based in Bloomington, Indiana. Founded in 2004, the company manages and optimizes clients' paid search programs—increasing sales while simultaneously decreasing budgets. From ad copy composition to keyword research to landing page optimization, Hanapin's core objective is to maximize clients' return on investment. Hanapin Marketing is host of the annual conference Hero Conf, a developer of new and useful paid search apps by way of Hero Pro, and also publishes the industry-leading blog, PPC Hero.