

**MakeWebBetter**



**UPDATE YOUR INBOUND19  
CHECKLIST FOR YOUR NICHE**

There is a lot to grab in this **Inbound19**. It's huge!

Well, you cannot attend everything at once. But, you can surely list down the checklist for your agenda to visit the Inbound'19 beforehand to get the best of results.

Listed below are the set of total events happening under the listed category. Check your category and proceed for the events that suit your queries best.

## Categories Involved

1. [Advertising](#)
2. [Analytics](#)
3. [Automation](#)
4. [Blogging](#)
5. [Content](#)
6. [Customer Acquisition](#)
7. [Customer Retention](#)
8. [Ecommerce](#)
9. [Email](#)
10. [Lead Generation](#)
11. [Lead Nurturing](#)
12. [Marketing](#)
13. [Product Features](#)
14. [SEO](#)
15. [Social Media Customer Service](#)
16. [Video Marketing](#)

## Advertising

S. No.	Headline	Time [Duration]	Venue	Date	Speaker
01.	Advanced LinkedIn Ads For B2B Marketers	10:45 AM [45 Mins.]	BCEC, 210AB West	Sep 04	AJ Wilcox LinkedIn Ads Expert, Founder B2Linked.com
02.	The Top 10 Facebook Ad Hacks of 2019!	10:45 AM [45 Mins.]	BCEC, 153 East	Sep 04	Larry Kim CEO MobileMonkey, Inc
03.	The Future of Mobile is Modular: Personalized Video for Better Storytelling	12:00 PM [45 Mins.]	Aloft, Mann	Sep 04	Angela Zhang Product Marketing Lead Gusto
04.	The New Frontier of Brand Management: Ethical Approaches to Consumers' Data	12:00 PM [45 Mins.]	BCEC, 205 West	Sep 04	Stephani Estes Senior Vice President, Executive Director of Media Cramer-Krasselt
05.	10 Actionable Secrets for Brands from the Chat Marketing Frontier	1:15 PM [45 Mins.]	BCEC, 162 East	Sep 04	Virginia Nussey Director of Marketing MobileMonkey, Inc.
06.	Customer Experience in the Age of Search AI—Bad Mistakes and Cool Fixes	4:30 PM [45 Mins.]	BCEC, 210C West	Sep 04	Purna Virji Senior Manager of Global Engagement Microsoft
07.	Show Me the Money: Measuring Your Customer Journey to Drive Bottom-Line Results	10:45 AM [45 Mins.]	BCEC, 157 East	Sep 05	Kendra Wilkins Product Lead, Measurement, and Incrementality AdRoll

08.	Encore - Advanced LinkedIn Ads for the B2B Marketer	12:00 PM [45 Mins.]	BCEC, 162 East	Sep 05	AJ Wilcox LinkedIn Ads Expert, Founder B2Linked.com
09.	More Than Social: Why the Future of Native Advertising Is on Content Sites	3:45 PM [45 Mins.]	BCEC, 104 West	Sep 05	Frank Maguire Head of Market Development Sharethrough
10.	Fueling Growth by Changing How Marketing Measures Success: Optimize Paid Ad Campaigns Using Down-Funnel Metrics	10:45 AM [45 Mins.]	Westin, Harbor 2-3	Sep 06	Sahil Jain CEO and Co-Founder AdStage
11.	The Future of Brand Marketing Is Long-Form Original Series	10:45 AM [45 Mins.]	BCEC, 258 East	Sep 06	Philip Nottingham Brand Marketing Strategist Wistia
12.	Demystifying Out of Home Advertising for Digital Marketers	12:00 PM [45 Mins.]	Westin, Grand C	Sep 06	Sandra Richter CEO and Co-Founder Soofa
13.	Numbers Numb Us But Stories Stir Us	12:00 PM [45 Mins.]	BCEC, 258 East	Sep 06	Anthony "Tas" Tasgal Head of Insightment POV

## Analytics

S. No.	Headline	Time [Duration]	Venue	Date	Speaker
01.	The New Frontier of Brand Management: Ethical Approaches to Consumers' Data	12:00 PM [45 Mins.]	BCEC, 205 West	Sep 04	Stephani Estes Senior Vice President, Executive Director of Media Cramer-Krasselt
02.	The Robots Are Coming—How to Use AI to Make Smarter Marketing Decisions	12:00 PM [45 Mins.]	Westin, Grand C	Sep 04	Mike Lieberman CEO and Chief Revenue Scientist Square 2
03.	Bring Structure and Meaning to Numbers	1:15 PM [45 Mins.]	BCEC, 160 East	Sep 04	Keith Moehring VP of Strategic Growth PR 20/20
04.	What's In a CTA? Tips, Tricks, & Statistics	1:15 PM [45 Mins.]	BCEC, 210AB West	Sep 04	Travis McGinnis Technical Marketing Manager Leighton Interactive
05.	Build a Content-Analytics Feedback Loop To Maximize Lead Generation & Close More Deals	10:45 AM [45 Mins.]	BCEC, 253 East	Sep 05	Clarice Lin The ROI Doctor   Content Analytics Expert BaselineLabs
06.	5 Practical Applications of AI for INBOUND Marketers	12:00 PM [45 Mins.]	BCEC, 104 West	Sep 05	Katie Robbert Co-Founder and CEO Trust Insights
07.	Using Analytics to Better Match People and Their Interests to Your Content	1:15 PM [45 Mins.]	BCEC, 153 East	Sep 05	Pierre DeBois Founder / CEO Zimana
08.	Encore - Using Analytics to Better Match People and Their Interests to Your Content	1:15 PM [45 Mins.]	BCEC, 157 East	Sep 06	Pierre DeBois Founder / CEO Zimana

## Automation

S. No.	Headline	Time	Venue	Date	Speaker
01.	Follow These 6 Guidelines During Your CRM Implementation Project	1:15 PM [45 Mins.]	Westin, Grand C	Sep 04	Nate Riggs Owner & Sr. Advisor NRMedia
02.	How to Remove Friction in Your Automation	3:45 PM [45 Mins.]	BCEC, 205 West	Sep 05	Rachel Leist Director of Marketing HubSpot
03.	Python for Data-Driven Storytelling	12:00 PM [45 Mins.]	BCEC, 204 West	Sep 06	Hamlet Batista CEO RankSense Inc
04.	You Need to Sell to Millennial Women	1:15 PM [45 Mins.]	BCEC, 104 West	Sep 06	Nekpen Osuan Co-Founder & CEO WomenWerk

# Blogging

S. No.	Headline	Time	Venue	Date	Speaker
01.	Magical Content: 7 Secrets to Content That Generates the Greatest Results, ROI, and Lasting Impact	12:00 PM [45 Mins.]	BCEC, 210AB West	Sep 04	Marcus Sheridan President/Partner Marcus Sheridan International/IMPACT
02.	How We Grew HubSpot's Monthly Organic Blog Traffic by 3.2 Million in 1 Year	1:15 PM [45 Mins.]	BCEC, 107 West	Sep 05	Aja Frost Senior SEO Strategist HubSpot
03.	Encore - Magical Content: 7 Secrets to Content That Generates the Greatest Results, ROI, and Lasting Impact	1:15 PM [45 Mins.]	Aloft, Mann	Sep 06	Marcus Sheridan President/Partner Marcus Sheridan International/IMPACT
04.	How to Increase Blog Conversion Rates by 1,000%	1:15 PM [45 Mins.]	BCEC, 258 East	Sep 06	AJ Beltis Content Optimization HubSpot

## Content

S. No.	Headline	Time [Duration]	Venue	Date	Speaker
01.	Lessons from SurveyMonkey: 7 Tips For Using Customer Feedback to Build Rabid Fans and Make More Money	10:45 AM [45 Mins.]	BCEC, 206 West	Sep 04	<b>Leela Srinivasan</b> Chief Marketing Officer SurveyMonkey
02.	Beyond the Editorial Calendar: New Rules of Content Strategy	12:00 PM [45 Mins.]	Westin, Grand A-B	Sep 04	<b>Ashley Faus</b> Sr. Manager, Integrated Media Atlassian
03.	Magical Content: 7 Secrets to Content That Generates the Greatest Results, ROI, and Lasting Impact	12:00 PM [45 Mins.]	BCEC, 210AB WestC	Sep 04	<b>Marcus Sheridan</b> President/Partner Marcus Sheridan International/IMPACT
04.	Priming the Brain for a Decision	12:00 PM [45 Mins.]	BCEC, 156 East	Sep 04	<b>Carmen Simon</b> Cognitive Neuroscientist Memzy
05.	Compassionate Commerce (Because Consumers are People Too)	1:15 PM [45 Mins.]	BCEC, 151 East	Sep 04	<b>Malinda Gagnon</b> CEO & Founder Uprise Partners
06.	Growth by Content: How to Drive Massive Organic Traffic Without a Big Budget	1:15 PM [45 Mins.]	Westin, Grand A-B	Sep 04	<b>Nadya Khoja</b> Chief Growth Officer Venngage
07.	Rocket Fuel: Double Traffic and Revenue by Shifting from Content Marketing to Brand Publishing	1:15 PM [45 Mins.]	BCEC, 258 East	Sep 04	<b>Kathleen Booth</b> Vice President of Marketing IMPACT
08.	How to Align Your Sales and Marketing Teams with a 90-Day Roadmap	4:30 PM [45 Mins.]	Westin, Common wealth	Sep 04	<b>Sami Brenner</b> Marketing Strategist



					Revenue River
09.	Mind-Blowing PowerPoint. No, Really!	4:30 PM [45 Mins.]	BCEC, 160 East	Sep 04	<b>Richard Goring</b> Director BrightCarbon
10.	10 Things I've Learned from Putting on 500+ Webinars	10:45 AM [45 Mins.]	BCEC, 210AB West	Sep 05	<b>Daniel Waas</b> Director of Marketing, GoToWebinar LogMeIn
11.	Brand Story + Customer Journey = Your Marketing Power Equation	10:45 AM [45 Mins.]	Westin, Grand A-B	Sep 05	<b>Gabriela Pereira</b> Founder DIY MFA
12.	Build a Content-Analytics Feedback Loop To Maximize Lead Generation & Close More Deals	10:45 AM [45 Mins.]	BCEC, 253 East	Sep 05	<b>Clarice Lin</b> The ROI Doctor   Content Analytics Expert BaselineLabs
13.	Deep Dive: One Stop Shop for Content Marketing—All You Need Is PowerPoint	10:45 AM [45 Mins.]	Westin, Commonwealth	Sep 05	<b>Richard Goring</b> Director BrightCarbon
14.	Build Your Audience With Bite-Sized Storytelling	12:00 PM [45 Mins.]	BCEC, 253 East	Sep 05	<b>Ravi Jain</b> Senior Associate Director, Digital Media & Web Development Boston College
15.	How to Generate Revenue with Content Marketing	1:15 PM [45 Mins.]	BCEC, 210AB West	Sep 05	<b>Kelsey Raymond</b> Co-founder and CEO Influence & Co.
16.	How We Grew HubSpot's Monthly Organic Blog Traffic by 3.2 Million in 1 Year	1:15 PM [45 Mins.]	BCEC, 107 West	Sep 05	<b>Aja Frost</b> Senior SEO Strategist HubSpot
17..	Using Analytics to Better Match People and Their Interests to Your Content	1:15 PM [45 Mins.]	BCEC, 153 East	Sep 05	<b>Pierre DeBois</b> Founder / CEO Zimana
18..	Encore - Growth by Content: How to Drive Massive Organic	2:30 PM [45 Mins.]	Aloft, Mann	Sep 05	<b>Nadya Khoja</b> Chief Growth

	Traffic Without a Big Budget				Officer Venngage
19.	How to Build a Customer Experience Strategy for Predictable Success [on the HubSpot CRM]	3:45 PM [45 Mins.]	Westin, Grand C	Sep 05	<b>Brendon Dennewill</b> CEO & cofounder Denami.co Denami.co
20.	The Cognitive Content Hub: How to Build a More (Artificially) Intelligent Content Engine	3:45 PM [45 Mins.]	BCEC, 157 East	Sep 05	<b>Paul Roetzer</b> CEO PR 20/20
21.	Pre-Core - How to Increase Blog Conversion Rates by 1,000%	5:00 PM [45 Mins.]	BCEC, 151 East	Sep 05	<b>AJ Beltis</b> Content Optimization HubSpot
22.	Encore - Magical Content: 7 Secrets to Content That Generates the Greatest Results, ROI, and Lasting Impact	1:15 PM [45 Mins.]	Aloft, Mann	Sep 06	<b>Marcus Sheridan</b> President/Partner Marcus Sheridan International/IMPACT
23.	Encore - Using Analytics to Better Match People and Their Interests to Your Content	1:15 PM [45 Mins.]	BCEC, 157 East	Sep 06	<b>Pierre DeBois</b> Founder / CEO Zimana
24.	Getting the Green Light: How to Build Content People Say YES To	1:15 PM [45 Mins.]	BCEC, 109 West	Sep 06	<b>Tamsen Webster</b> Founder and Chief Message Strategist Find the Red Thread

# Customer Acquisition

S. No.	Headline	Time [Duration]	Venue	Date	Speaker
01.	The Hands-On CMO: How to Build and Lead Marketing When You're Also in the Trenches	4:30 PM [45 Mins.]	BCEC, 210AB West	Sep 04	Ellie Mirman CMO Crayon

# Customer Retention

S. No.	Headline	Time [Duration]	Venue	Date	Speaker
01.	Turning Fans into Customers and Customers into Fans	10:45 AM [45 Mins.]	BCEC, 258 East	Sep 04	David Meerman Scott Marketing Strategist Freshspot Marketing LLC
02.	Untangling the Customer Cluster	10:45 AM [45 Mins.]	BCEC, 204 West	Sep 04	Ellie Wu, CCXP Senior Director, Customer Experience Transformation SAP Concur
03.	The Loyalty Agenda—Slowing Down to Speed Up	12:00 PM [45 Mins.]	BCEC, 162 East	Sep 04	Alita Harvey-Rodriguez Managing Director MI Academy
04.	5 Customer Marketing Strategies That are Guaranteed to Grow Your Business	1:15 PM [45 Mins.]	BCEC, 153 East	Sep 04	Tara Robertson Director, Marketing

					Strategy Sprout Social
05.	Encore - 5 Customer Marketing Strategies That are Guaranteed to Grow Your Business	4:30 PM [45 Mins.]	BCEC, 151 East	Sep 04	Tara Robertson Director, Marketing Strategy Sprout Social
06.	How to Create Remarkable Customer Service & Forget Traditional Marketing!	4:30 PM [45 Mins.]	BCEC, 104 West	Sep 04	Eric Keiles Partner Square 2 Marketing
07.	Master Consumer Emotion and Energy to Deliver Empathetic Customer Service	4:30 PM [45 Mins.]	BCEC, 206 West	Sep 04	Anjali Lai Senior Analyst Forrester
08.	Customer Retention for SaaS: Real-Life Strategies to Keep Your Customers Forever	10:45 AM [45 Mins.]	BCEC, 107 West	Sep 05	Casey McGaw Senior Customer Success Manager HubSpot
09.	How Business Messaging Is Transforming CX Across the Enterprise	10:45 AM [45 Mins.]	BCEC, 206 West	Sep 05	Mike Gozzo Co-founder and CTO Smooch.io
10.	Retention Is a Game of Inches: Use a Scalpel, Not a Sledgehammer	10:45 AM [45 Mins.]	BCEC, 162 East	Sep 05	Patrick Campbell CEO & Co-Founder ProfitWell
11.	Craving Human Connection in a Digital World	12:00 PM [45 Mins.]	BCEC, 157 East	Sep 05	Kathleen Reidenbach Chief Commercial Officer Kimpton Hotels & Restaurants
12.	Grow Your Global IQ!	2:30 PM [45 Mins.]	Aloft, Summer	Sep 05	Michael Landers Founder Culture Crossing, LLC
13.	How HubSpot Delights Customers at Scale: Lessons	2:30 PM [45 Mins.]	BCEC, 162 East	Sep 05	Celine Kimberly Director of

	Learned from HubSpot's CST Success				Customer Success HubSpot
14.	Don't Just Create Content, Create Experiences!	3:45 PM [45 Mins.]	Westin, Grand A-B	Sep 05	<b>Dan Gingiss</b> Chief Experience Officer Winning Customer Experience, LLC
15.	Encore - Don't Just Create Content, Create Experiences!	10:45 AM [45 Mins.]	BCEC, 253 East	Sep 06	<b>Dan Gingiss</b> Chief Experience Officer Winning Customer Experience, LLC
16.	Data-Fueled Churn Mitigation: How to Build a Data-Driven CS Team	1:15 PM [45 Mins.]	BCEC, 156 East	Sep 06	<b>Sylvie Woolf</b> Regional VP, SaaS Customer Success Sisense
17.	The Customer Revolution—What Empowered Customers Want, How to Build Your Flywheel Around Them, and Why They Are the New Secret to Growth	1:15 PM [45 Mins.]	Westin, Grand A-B	Sep 06	<b>Marcus Andrews</b> Principal Product Marketing Manager, Service Hub HubSpot

## Ecommerce

S. No.	Headline	Time	Venue	Date	Speaker
01.	You'll Know It When You See It: The Future of E-Commerce is Visual	1:15 PM [45 Mins.]	BCEC, 160 East	Sep 05	<b>Rachel Goodman</b> Head of Beauty Partnerships Pinterest
02.	Practical Strategies for Success for B2B and B2C eCommerce	2:30 PM [45 Mins.]	BCEC, 160 East	Sep 05	<b>Daria Marmer</b> Product Group Lead HubSpot  <b>Andrew Smeallie</b> Principal Inbound Consultant HubSpot
03.	Link-Building Isn't Dead Yet: The Most Important SEO Strategy in 2019 That We Can't Ignore	12:00 PM [45 Mins.]	BCEC, 104 West	Sep 06	<b>Dale Bertrand</b> President Fire&Spark

# Email

S. No.	Headline	Time	Venue	Date	Speaker
01.	Deep Dive: Email 2020: Email Marketing for Next Year & Beyond	10:45 AM [2 Hours]	Westin, Commonwealth	Sep 04	<b>Michael J. Barber</b> SVP, Chief Creative Officer Godfrey
02.	The Inside Scoop: HubSpot's Email Program	12:00 PM [45 Mins.]	Westin, Harbor 2-3	Sep 04	<b>Jordan Pritikin</b> Email & Growth Marketing Manager HubSpot
03.	5 Decision Science Secrets That Make It Easy to Get the Online Behavior You Want	1:15 PM [45 Mins.]	BCEC, 109 West	Sep 04	<b>Nancy Harhut</b> CCO HBT Marketing
04.	21 Automated Workflows to Keep Your CRM Squeaky Clean	1:15 PM [45 Mins.]	BCEC, 205 West	Sep 04	<b>Sean Henri</b> CEO Pepperland Marketing
05.	How to Write Newsletters People Actually Want to Read	4:30 PM [45 Mins.]	Westin, Grand A-B	Sep 04	<b>Margo Aaron</b> Founder That Seems Important
06.	Encore - 21 Automated Workflows to Keep Your CRM Squeaky Clean	1:15 PM [45 Mins.]	Aloft, Summer	Sep 05	<b>Sean Henri</b> CEO Pepperland Marketing
07.	FREE Live Chat, Chatbots, and Team Email?! Getting to Know HubSpot Conversations	1:15 PM [45 Mins.]	Aloft, Mann	Sep 05	<b>Leticia Henry</b> Channel Account Manager HubSpot
08.	Encore - 5 Decision Science Secrets That Make It Easy to Get the Online Behavior You Want	3:45 PM [45 Mins.]	BCEC, 210C West	Sep 05	<b>Nancy Harhut</b> CCO HBT Marketing
09.	You've Got Email: How to Scale Your Personalized Email Campaigns	12:00 PM [45 Mins.]	BCEC, 210AB West	Sep 06	<b>Kerel Cooper</b> SVP Global Marketing LiveIntent

## Lead Generation

S. No.	Headline	Time [Duration]	Venue	Date	Speaker
01.	Advanced LinkedIn Ads For B2B Marketers	10:45 AM [45 Mins.]	BCEC, 210AB West	Sep 04	AJ Wilcox LinkedIn Ads Expert, Founder B2Linked.com
02.	5 Decision Science Secrets That Make It Easy to Get the Online Behavior You Want	1:15 PM [45 Mins.]	BCEC, 109 West	Sep 04	Nancy Harhut CCO HBT Marketing
03.	10 Actionable Secrets for Brands from the Chat Marketing Frontier	1:15 PM [45 Mins.]	BCEC, 162 East	Sep 04	Virginia Nussey Director of Marketing MobileMonkey, Inc.
04.	6 Amazing HubSpot Conversational Marketing & Sales Strategies That Drive Revenue	10:45 AM [45 Mins.]	BCEC, 204 West	Sep 05	Remington Begg Chief Remarkable Officer Impulse Creative
05.	10 Things I've Learned from Putting on 500+ Webinars	10:45 AM [45 Mins.]	BCEC, 210AB West	Sep 05	Daniel Waas Director of Marketing, GoToWebinar LogMeIn
06.	Encore - Advanced LinkedIn Ads for the B2B Marketer	12:00 PM [45 Mins.]	BCEC, 162 East	Sep 05	AJ Wilcox LinkedIn Ads Expert, Founder B2Linked.com
07.	Down the Funnel: How to Achieve Perfect Sales & Marketing Alignment	1:15 PM [45 Mins.]	Westin, Grand A-B	Sep 05	Dave Lehman Executive VP Yext
08.	Encore - 5 Decision Science Secrets That Make It Easy to Get the Online Behavior You Want	3:45 PM [45 Mins.]	BCEC, 210C West	Sep 05	Nancy Harhut CCO HBT Marketing
09.	How to Become a Thought	3:45 PM	BCEC, 258	Sep 05	Ty Heath



	Leader on LinkedIn	[45 Mins.]	East		Global Lead, The B2B Institute @ LinkedIn LinkedIn
10.	Fueling Growth by Changing How Marketing Measures Success: Optimize Paid Ad Campaigns Using Down-Funnel Metrics	10:45 AM [45 Mins.]	Westin, Harbor 2-3	Sep 06	Sahil Jain CEO and Co-Founder AdStage
11.	Encore – 6 Amazing HubSpot Conversational Marketing & Sales Strategies That Drive Revenue	12:00 PM [45 Mins.]	BCEC, 162 East	Sep 06	Remington Begg Chief Remarkable Officer Impulse Creative

## Lead Nurturing

S. No.	Headline	Time [Duration]	Venue	Date	Speaker
01.	FREE Live Chat, Chatbots, and Team Email?! Getting to Know HubSpot Conversations	1:15 PM [45 Mins.]	Aloft, Mann	Sep 05	Leticia Henry Channel Account Manager HubSpot
02.	How to Build a Customer Experience Strategy for Predictable Success [on the HubSpot CRM]	3:45 PM [45 Mins.]	Westin, Grand C	Sep 05	Brendon Dennewill CEO & cofounder Denami.co Denami.co
03.	Pre-Core - How to Increase Blog Conversion Rates by 1,000%	5:00 PM [45 Mins.]	BCEC, 151 East	Sep 05	AJ Beltis Content Optimization HubSpot
04.	How to Increase Blog Conversion Rates by 1,000%	1:15 PM [45 Mins.]	BCEC, 258 East	Sep 06	AJ Beltis Content Optimization HubSpot

## Marketing

S. No.	Headline	Time [Duration]	Venue	Date	Speaker
01.	How to Determine What Comes First: Brand or Product?	10:45 AM [45 Mins.]	BCEC, 151 East	Sep 05	Ethan Agarwal Founder and CEO Aaptiv

# Product Features

S. No.	Headline	Time [Duration]	Venue	Date	Speaker
01.	Service Hub Product Feature: How to Bend your Funnel into a Flywheel and Grow with your Customers	10:45 AM [45 Mins.]	BCEC, 210C West	Sep 05	Michael Redbord GM & VP of Product, Service Hub HubSpot
02.	Marketing Hub Product Feature: The Evolution of Inbound and Why Every Interaction Matters	1:15 PM [45 Mins.]	BCEC, 151 East	Sep 05	Nicholas Holland GM & VP of Product, Marketing Hub HubSpot
03.	Platform Feature: How to Grow your Business Through New Integrations & a More Flexible Database	2:30 PM [45 Mins.]	BCEC, 210C West	Sep 05	Nancy Riley GM & VP of Product, Ecosystem Group HubSpot
04.	Sales Hub Product Feature: 3 Steps to Frictionless Selling	3:45 PM [45 Mins.]	Westin, Harbor 2-3	Sep 05	Lou Orfanos GM & VP of Product, Sales Hub HubSpot

## SEO

S. No.	Headline	Time [Duration]	Venue	Date	Speaker
01.	Growth by Content: How to Drive Massive Organic Traffic Without a Big Budget	1:15 PM [45 Mins.]	Westin, Grand A-B	Sep 04	Nadya Khoja Chief Growth Officer Venngage
02.	Can You Succeed in SEO with Your B2B Company? What Will It Take?	12:00 PM [45 Mins.]	Westin, Grand A-B	Sep 05	Dominic Woodman Senior Consultant Distilled
03.	How We Grew HubSpot's Monthly Organic Blog Traffic by 3.2 Million in 1 Year	1:15 PM [45 Mins.]	BCEC, 107 West	Sep 05	Aja Frost Senior SEO Strategist HubSpot
04.	How Sales Hacker Grew 426% & Used SEO to Get Acquired	2:30 PM [45 Mins.]	Westin, Harbor 2-3	Sep 05	Gaetano DiNardi Director, Demand Generation Nextiva  Alina Benny Growth Marketing Manager Nextiva
05.	Personalization 2.0: Personalization and SEO	10:45 AM [45 Mins.]	BCEC, 107 West	Sep 06	Ashley Plack Founder Strategist Marketing
06.	Link-Building Isn't Dead Yet: The Most Important SEO Strategy in 2019 That We Can't Ignore	12:00 PM [45 Mins.]	BCEC, 104 West	Sep 06	Dale Bertrand President Fire&Spark
07.	How to Win at Voice Search	1:15 PM [45 Mins.]	BCEC, 107 West	Sep 06	Courtney Cox Wakefield Digital Marketing Children's Health

## Social Media Customer Service

S. No.	Headline	Time [Duration]	Venue	Date	Speaker
01.	How Data and Channel Optimization Can Make or Break Your Customer Experience	10:45 AM [45 Mins.]	Aloft, Mann	Sep 05	Darin Reffitt VP of Marketing SPLICE Software
02.	It Pays to Be Nosy: The Power of Social Listening and Audience Research	12:00 PM [45 Mins.]	BCEC, 107 West	Sep 05	Christina Garnett Digital Strategist ICUC

## Video Marketing

S. No.	Headline	Time [Duration]	Venue	Date	Speaker
01.	How to Squeeze Every Penny from Your Video Marketing Budget	10:45 AM [45 Mins.]	Aloft, Mann	Sep 04	Ed Heil CEO/Founder StoryTeller Media + Communications
02.	How to Craft a Winning Social Video Strategy	5:00 PM [45 Mins.]	Westin, Grand A-B	Sep 05	Chad Rogers Co-Founder and CRO Lemonlight
03.	YouTube Video Marketing: Content Strategy for Discovery and Conversion	5:00 PM [45 Mins.]	BCEC, 204 West	Sep 05	Roberto Blake Founder Create Awesome Media
04.	Encore - YouTube Video Marketing: Content Strategy for Discovery and Conversion	12:00 PM [45 Mins.]	Aloft, Summer	Sep 06	Roberto Blake Founder Create Awesome Media

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