

Bulldog Reporter's Daily 'Dog presents a one hour audio conference and exclusive interview with: **Seth Godin**—only \$99!

## Permission Marketing: Kicking It Up to the Next Level—an Exclusive Interview with **Seth Godin**

Tuesday, August 3, 2010

1PM EDT; Noon CDT; 11AM MDT; 10AM PDT

(Also available as On Demand MP3: phone 1-800-959-1069)



He's been called "America's Greatest Marketer" by *American Way Magazine*. He's author of 12 of the best selling marketing books of the last decade—including "Tribes," "Meatball Sundae" and "Permission Marketing." His latest book, "Linchpin," hit the top ten Amazon list the day it was released. And he's also founder of Squidoo.com, a fast-growing recommendation website.

So what can PR, marketers, tech startups and even media outlets learn from the author of the world's most popular blog? What can communicators and business leaders learn from Godin's own rise and influence—and from his incredible online following? How can you build and engage similarly loyal followings and leverage social media in your marketing in this era of increased skepticism and greater consumer empowerment? What are the *biggest mistakes* corporations and their marketing teams make now—and how can you avoid them? What new opportunities are there to tap what's next in marketing—and how will it change the way you work? What lessons and insights can you gain into new social media trends and techniques—from what's next in the participatory Web and online publishing to the latest in online word of mouth? This one-on-one live interview will give you the answers to these questions and more. Take this rare opportunity to hear the *most influential leader* in digital marketing today discuss: how to be a resource to your stakeholder groups in the social media era, what topics and technologies the media and public will (and should) embrace in the year ahead—and more.



**SPEAKER:**  
**Seth Godin**

Founder, Squidoo.com;  
Author of 12 books including  
"Tribes," "Meatball Sundae,"  
"Permission Marketing" and  
"Linchpin"



**MODERATOR:**  
**Brian Pittman,**  
Director of Content,  
Bulldog Reporter

**TO REGISTER, CALL 1-800-959-1059 OR [REGISTER ONLINE](#)**

(Also available as On Demand MP3)

BULLDOG REPORTER'S  
**DAILY 'DOG**

124 LINDEN STREET, OAKLAND, CA 94607 800-959-1059

[www.bulldogreporter.com](http://www.bulldogreporter.com)

# Permission Marketing: Kicking It Up to the Next Level— an Exclusive Interview with Seth Godin

## WHAT YOU WILL LEARN:

- How to apply the principles behind “Permission Marketing” and “Tribes” to your business building strategy for greater results now
- New opportunities at the corporate level for the PR and marcom disciplines to increase their influence through the principles outlined in Godin’s most popular books
- *Starter moves* for adding social media to your business plans and marketing strategies—plus how these tools tie to key permission marketing principles
- What’s wrong with traditional marketing—and how to fix it at your organization
- Quick tips for making your website better—regardless of who controls it
- **WOM Marketing Tips:** How Godin’s own brand was created by online word of mouth and community engagement—plus best practices to borrow for your own program or company
- Working with online influencers—how to work with the social media influencers, bloggers and leading digerati like Godin using tools like Twitter, LinkedIn and Facebook
- **Blogging for Business:** The smartest ways to incorporate a blog portal into your communications and branding strategies—and suggestions for getting more out of existing blogs
- **Faux pas to avoid** and common mistakes PR, marketing and communications professionals make when engaging in permission marketing and online programs
- Best Practices: How today’s most trusted brands build loyal followings using the principles of permission marketing—and how Corporate America can rebuild trust with its publics using social media tools
- **What’s Next:** New technologies, mobile apps and movements poised to change business and permission marketing beyond 2010—and how to prepare for a Web 3.0 world now

## ABOUT SETH GODIN:

**Seth Godin** has written twelve books that have been translated into more than thirty languages. Every one has been a bestseller. He writes about the post-industrial revolution, the way ideas spread, marketing, quitting, leadership and most of all, changing everything. American Way Magazine calls him, “America’s Greatest Marketer,” and his blog is perhaps the most popular in the world written by a single individual. His latest book, LINCHPIN, hit the Amazon top 10 on the first day it was published and became a New York Times bestseller. As an entrepreneur, he has founded dozens of companies, most of which failed. Yoyodyne, his first internet company, was funded by Flatiron and Softbank and acquired by Yahoo! in 1998. It pioneered the use of ethical direct mail online, something Seth calls Permission Marketing. He was VP of Direct Marketing at Yahoo! for a year. His latest company, Squidoo.com, is ranked among the top 125 sites in the US (by traffic) by Quantcast. It allows anyone (even you) to build a page about any topic you’re passionate about. The site raises money for charity and pays royalties to its million plus members.

## ABOUT BRIAN PITTMAN:

**Brian Pittman** is content director of Bulldog Reporter’s PR University and the weekly email newsletter *Journalists Speak Out*. Previously, Brian served as editorial director at Infocom Group, where he edited, reported for and launched titles such as *Media Relations Insider*, *PR Agency Insider*, *Ad Agency Insider* and *Managing Partner*. Prior to that, he served as editor of *Utah Business* magazine, among other titles. He is a seasoned reporter with extensive experience interviewing such personalities as Steve Forbes, Bob Edwards and Margaret Thatcher.

## YOUR \$99 AUDIO CONFERENCE REGISTRATION ENTITLES YOU TO:

- A site license to attend the 60-minute conference (and invite as many people as you can fit around your speakerphone, at no extra charge)
- A conference manual, which includes up-to-the-minute, verified contact information and background on the speaker, plus additional value-added articles from the archives of Bulldog Reporter
- A full transcript, emailed to you soon after the conference
- The opportunity to connect and ask questions of Chris Anderson during the audience Q&A session

## PRSA ACCREDITATION:

- PRSA APR Accreditation Maintenance Credits Approved: 1.0.
- Accredited registrants must track their points and submit activities every three years to PRSA. Please keep a copy of the event description and date/time to submit when required by PRSA.

## REGISTRATION INFORMATION:

- Registration deadline: Registrations accepted until the morning of the audio conference, 8AM PDT.
- Refunds: Cancellations before 5PM PST, three business days before the date of the audio conference may receive a full refund less a \$25 service charge.

**TO REGISTER, CALL  
1-800-959-1059 OR  
[REGISTER ONLINE](#)**

**BULLDOG REPORTER'S  
DAILY 'DOG**

124 LINDEN ST., OAKLAND, CA 94607  
800-959-1059  
[www.bulldogreporter.com](http://www.bulldogreporter.com)