Speaking Topics

Three Surprising Content Marketing Trends That Will Make A Difference To Your 2017

1. **Email Makes a Comeback:** Do you remember when people used to read your emails? And do you remember when spam grabbed a foothold and people stopped opening emails? Well, email is back. But the one-size-fits-all e-blast will take a backseat to clever segmenting and data mining. What are the best tools and tactics to deal with it?

2. **Social Media Marketing Mishap:** Content creators, who capitalized on huge audiences for their professional or unprofessional channels on Youtube, Facebook, Twitter and other networks, will be bought out by large brands looking to cash in on their success. But mere mortals and non-big-branded small businesses are left wondering; where's the return on our social media investment and what are the alternatives for 2017?

3. **Less is more.** People are slammed with content from all directions, especially on their phones. What will they pay attention to in 2017, but more importantly, what will they take action on to make it worth your while?

What Happened To My Google Rankings?

Google organic search marketing has changed radically. SEO has been replaced by UXO. If you don't know what that means or are struggling to regain some of your old rankings then drop by this eye-opening presentation by Paul Tobey, CEO of Business Pros Marketing and leading search engine marketer whose clients line up to fork over $10,000 per day, for his digital marketing advice.

You'll discover:

- Who is actually behind the new Panda algorithm and what did they do to make it so difficult for search marketers?
- The best home page layout that'll bury your search competition.
- An actual blogging template that not only gets traffic but converts leads.

Speaker's Biography



For the past several years, Paul Tobey has shared the stage with the world's best motivational speakers & thought leadership gurus including: **Gary Vaynerchuk, Simon Sinek, Seth Godin, Brian Tracy, Lisa Nichols, Sandra Yancey, Brian Klemmer, Rob Riopel, Jay Baer, Clate Mask** & a host of others.

So, why is it that some people are not that familiar with him? Because, while he ranks among the world's best motivational speakers, he spends most of his time building a thriving Digital Marketing Agency and Training Company. And that's a good thing for your event because **he doesn't just talk about success, he is actually super successful in his own business.**

Paul Tobey is an expert digital marketing trainer, best-selling author, thought leader, online marketer, engaging Speaker, Infusionsoft Award Winning Certified Partner and CEO of Training Business Pros, one of Canada's leading digital marketing training and implementation companies. He has appeared on countless stages and interviews across North America.

He's been featured and interviewed on CTV, CBC, 680 News, City TV, Japan Times, Toronto Star, Globe & Mail, Montreal Gazette to name just a few.

Paul's subject matter for his keynotes, breakout sessions and training is diverse, as he is knowledgeable and experienced in a great many areas. His presentations are always engaging because he uses an advanced form of NLP and Suggestology; the subject of his best-selling book "Suggestology." What does that mean? People actually have fun and actually learn real-world skills.