

How Performance Marketing + Brand Fuels Traffic Growth And Conversions [Webinar] via @sejournal, @hethr_campbell

Building a brand that **fuels trust, loyalty, and long-term value** is no easy feat. But with the right strategy, your brand can become the cornerstone of a high-performing marketing campaign that drives real results.

On January 16, 2025, at 2 pm, join us for an exclusive live webinar, **How Performance Marketing + Brand Fuels Traffic Growth And Conversions**.

Mordy Oberstein of Unity and SEJ's Editor-in-Chief Katie Morton will dive deep into the vital connection between branding and performance marketing, sharing actionable insights that you can use to **boost traffic and conversions right away**.

Why This Webinar Is A Must-Attend Event

Creating a brand that inspires loyalty and maximizes conversions isn't just about being seen—it's about building a lasting impression.

With expert insights and real-world case studies, this webinar will empower you to elevate your brand's impact and refine your performance marketing strategy.

Here's what you'll take away:

- **Proven tactics** to extend Customer Lifetime Value and drive customer loyalty.
- **Insights into performance marketing trends**—what users are searching for and how to capture their attention.
- **Case studies from industry leaders** highlighting branding successes (and mistakes).
- Why branding is the great equalizer in today's crowded digital landscape—and how it can become your **most effective driver of clicks and conversions**.
- Expert Insights From Mordy Oberstein and Katie Morton

Mordy and Katie will lead this discussion, sharing their expertise on creating brand synergy, increasing brand search volume, and using branding as a powerful tool for performance marketing success.

You'll leave with actionable tips and strategies to ensure your brand stands out in 2025 and beyond.

Who Should Attend?

This webinar is perfect for:

- **Marketing leaders** looking to maximize the impact of their branding efforts.
- **Performance marketers** aiming to align branding with measurable results.
- **Business owners** who want to cultivate loyalty and increase Customer Lifetime Value.

Live Q&A: Get Expert Advice

Stick around after the session for a live Q&A with Mordy and Katie, where you'll have the opportunity to ask your burning branding and performance marketing questions.

Can't make it live? Don't worry! Reserve your spot, and we'll send you a recording to watch on your own time.

Don't miss this opportunity to revolutionize your branding strategy and drive better results in your performance marketing campaigns.

Reserve your seat today!

<https://www.searchenginejournal.com/how-performance-marketing-brand-b2b-leadership-series/537214/>