What does it take to be a winning team?

Make 2020 the year you unify, empower, and cross-train your marketing team. Send them to Search Marketing Expo – SMX West – February 19-20 in San Jose for an immersive and rewarding team-building experience.

The Search Engine Land experts have redesigned and reorganized the agenda into 3 lanes with no limits: SEO, SEM, and new content devoted to digital commerce marketing. Your team will divide and conquer 60+ sessions (3x more sessions than last year!) loaded with actionable tactics and proven solutions

that can take your company to a new level of success.

Teams that come to SMX learn about more than search… they learn about what it takes to win:

- Executing successful marketing campaigns requires blending different skills, experiences, and backgrounds. **Attending together will equip your team with a common vocabulary and vision of success.** Connecting the dots between organic and paid search, content, and cross-channel attribution will become second nature.
- Smart marketers never stop learning. Your team's educational journey at SMX will **help them connect what they learn to how they execute back at the office**. They'll expand their knowledge in a meaningful, productive way – instead of just learning new concepts in a vacuum.
- Technology is the key to delivering delightful customer experiences. At SMX, your team will quickly and efficiently evaluate dozens of time-saving solutions in the Expo Hall and **find the right technology for your company's needs**.
- No one achieves anything on their own. Interacting with the search marketing community will **boost team morale and connect them with smart, friendly, like-minded people** who want to share advice, trade ideas, and discuss ways to overcome common marketing obstacles.

Send more, save more

There's one more reason you should attend as a group… the more people you send, the more money you save:

- 3-5 save 10%
- 6-11 save 15%
- 12 or more save 20%

Ready to sign up? Complete this form and email it to

registration@searchmarketingexpo.com. Register now for access to all sessions, keynotes, networking, and amenities – delicious breakfasts, hot lunches, snacks all day, free WiFi, and more.

Psst… Add a full-day, post-conference workshop to your team's itinerary for maximum learning in an intimate environment.

About The Author

Lauren Donovan has worked in online marketing since 2006, specializing in content generation, organic social media, community management, real-time journalism, and holistic social befriending. She currently serves as the Content Marketing Manager at Third Door Media, parent company to Search Engine Land, Marketing Land, MarTech Today, SMX, and The MarTech Conference.
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