

Search Marketing Expos Come to Europe

By Icenews

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Search Marketing Conferences and Expositions are planned for London and Stockholm by US internet marketing specialists Third Door Media.

Search Marketing Expo (SMX) events will be held this year in Stockholm on Oct 31st - Nov 1s and in London on Nov 15th -16th. They are being organised by search marketing specialists Third Door Media (<http://www.thirddoormedia.com/>) in partnership with internet event company Rising Media (<http://www.risingmedia.com/>).

The two-day conference and expo will offer search marketing tips and techniques which marketers can put into action, as well as winning strategies for conducting campaigns and measuring the results. "Search marketing is expanding rapidly in Europe and SMX will fill an unmet need for industry professionals and the community of vendors," says Rising Media Managing Director, Matthew Finlay. The expos will be geared towards in-house search marketers, brand managers, specialists and general web technology professionals.

The conferences will be conducted by US search engine marketing (SEM) experts Chris Sherman and Danny Sullivan. Chris has analysed and influenced developments in search marketing for more than a decade is the author of several books on search marketing and technologies, including "Google Power: Unleash the Full Power of Google". He continues that work daily as Executive Editor of SearchEngineLand, a leading news and analysis blog for search marketing professionals. Chris is joined by SearchEngineLand Editor-In-Chief Danny Sullivan who has been covering internet search for over a decade and organising search marketing events for nearly as long.

The Search Marketing Expos will be held throughout Europe, starting in Sweden and the UK. Dates and locations for further European Search Marketing Expos are expected to be announced in the near future.

Further information and booking for the London and Stockholm expos visit <http://www.searchmarketingexpo.com>.

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