

Kim Merritt-Butler

Consultant / Founder at The URL Dr.

Washington D.C. Metro Area, MD, US

Inbound Marketing, E-commerce, Social Media, Engagement Marketing, Local Search, SEO, PPC Adwords, SEM, Website Design

Biography

A serial entrepreneur, Kim Merritt-Butler has been working in the world of online marketing and e-commerce for 14 years, on both the client and agency side. Her strategies combine various techniques of inbound and engagement marketing to achieve optimum results for clients large and small. Kim also combines her experiences from two small business start-ups and over 30 years in retail and e-commerce to offer a unique and varied approach to building client programs and helping small businesses succeed online. Kim's entrepreneurial efforts have been featured in People Magazine, USA Today, Barron's, Inc., Success, Newsweek, The Robb Report, The Washington Post, radio shows including Paul Harvey and local and national television programs. Kim is a former recipient of the National Federation of Independent Business (NFIB) Young Business Owner of the Year. Kim has been invited to speak at The Wharton School, Young Presidents Organization (YPO) Family University, local and regional colleges, and varied organizations in the mid-Atlantic. She has testified before a US Senate Subcommittee on Entrepreneurship. Kim recently joined the Accredited Local Expert Program with Constant Contact and offers a combination of their workshops in email marketing and social media, as well as her own. She looks forward to "prescribing remedies for online success" to small businesses everywhere.

Availability

Keynote, Panelist, Workshop, Corporate Training

Industry Expertise

Business Services, Advertising/Marketing, Internet

Areas of Expertise

E-Commerce, Online Marketing, Email Marketing & Social Media

Affiliations

past member of YEO Washington DC Chapter, Accredited Local Expert with Constant Contact

Sample Talks

Prescriptions for Online Success

How do you get qualified traffic to your website and what makes them buy once they arrive? Learn the prescription for online success from The URL Dr., Kim Merritt-Butler. During this workshop, Kim discusses the basics of social media, email management, search engine optimization, local search, content marketing, and website design for turning traffic into sales. Kim shows easy, affordable techniques, specifically geared toward small business. Visit our website for more speaking topics.

Education

School of Hard Knocks

Master of Entrepreneurship Entrepreneurship, Business, Management, Marketing, Sales

Accomplishments

National Federation of Independent Business (NFIB) Young Business Owner of the Year

Kim Merritt-Butler was recognized early in her business career by the NFIB for her entrepreneurial efforts running Kim's Khocolate, the business she started at the tender age of 11.

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