

# **Marc Engelsman**

**Director, Strategic Marketing Integration at Digital Brand Expressions**

Plainsboro, NJ, US

Expert and experienced speaker on digital content marketing including SEO, pay-per-click advertising, and social media marketing

---

## **Biography**

Marc has over 25 years experience in marketing and advertising with New York City agencies across a wide range of clients in the consumer, B2B, and not-for-profit sectors. Most recently before joining DBE, he was an account director with Medicus, the pharmaceutical/marketing arm of Publicis. He repeatedly garners praise from clients for his strategic guidance and for his ability to translate strategies into integrated, multi-faceted tactical action plans. He is a frequent speaker at major conferences on search and social integration and analytics. Marc is an active member of SEMPO (Search Engine Marketing Professionals Organization) and on the board of the Marketing Executives Networking Group (MENG).

---

## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance

---

## **Industry Expertise**

Media - Online, Direct Marketing, Internet, Social Media, Advertising/Marketing, Public Relations and Communications

---

## **Areas of Expertise**

Search Engine and Social Media Marketing, Marketing Analytics, Integrating Online and Offline Marketing, Content Marketing, Digital Marketing, PPC

---

## **Affiliations**

SEMPO, MENG

---

## **Sample Talks**

### **Digital Content Marketing for ROI Success**

Maximize your online ROI through coordinated use of search and social marketing tactics and then close the loop with conditional content marketing techniques that drive action/sales.

## **Remarketing & Retargeting: The New Behavioral Ads**

Marc Engelsman will share b2b and b2c client case studies from Digital Brand Expressions? experience in leveraging this powerful paid search tactic ? that can be used as follow-up to non-converting organic and paid search visits alike. Key considerations that will be discussed include identification of appropriate conversion/non-conversion triggers, selection of appropriate ad types and content to compel post-initial click conversion (image/display, text, etc.), customizing post-click/pre-conversion ad timelines, and utilizing analytics to not just prove ROI but improve initial paid search performance.

---

## **Event Appearances**

### **Title**

MarketingProfs B2B Forum

### **Title**

eConsultancy Peer Summit

### **Title**

CFA Society of Philadelphia Professional Development Day

---

## **Education**

Ohio Wesleyan

Ohio Wesleyan

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile](#).