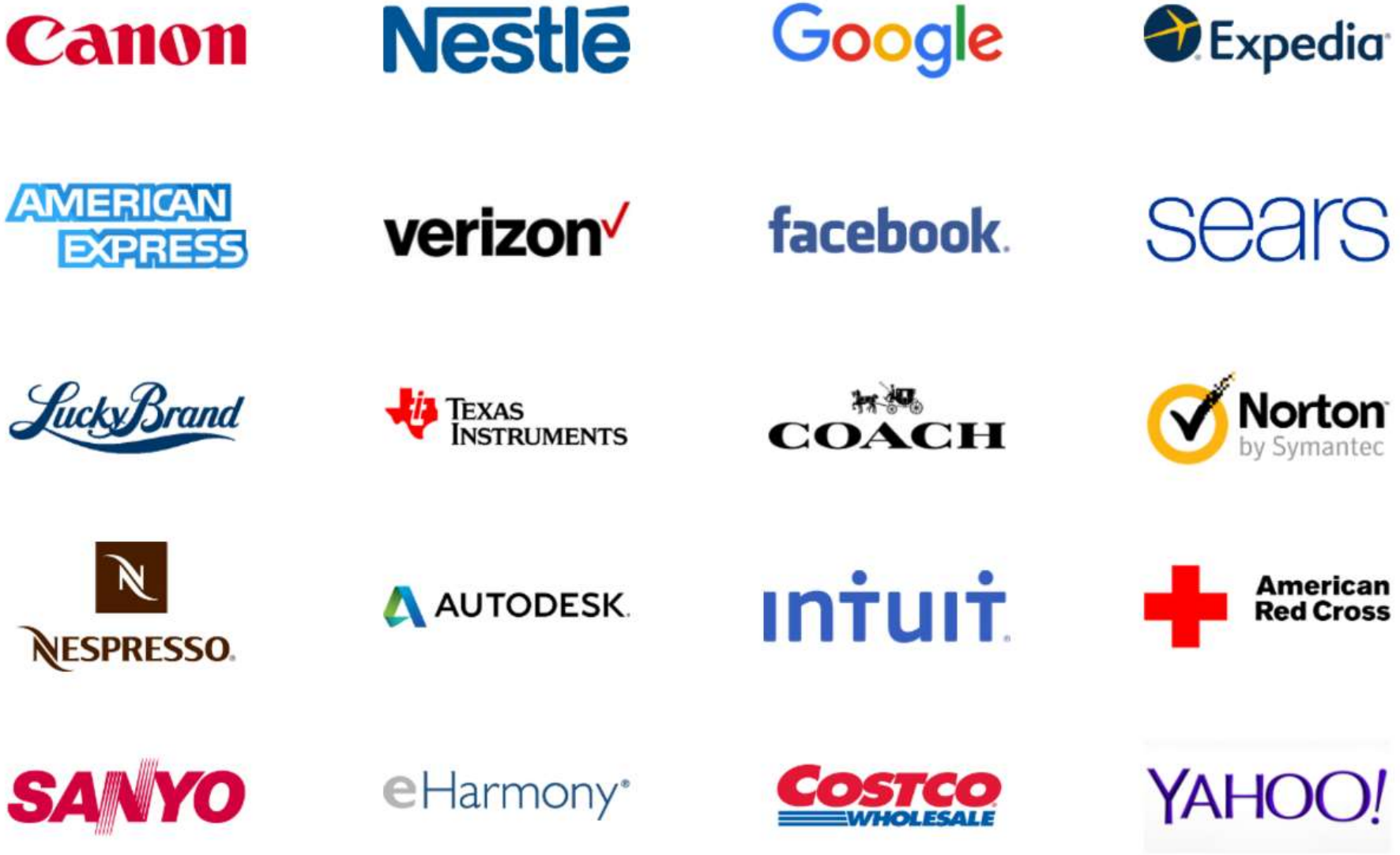
Tim Ash

Digital Marketing Keynote Speaker & Expert

Background

Created over $1,200,000,000 in value for clients including…

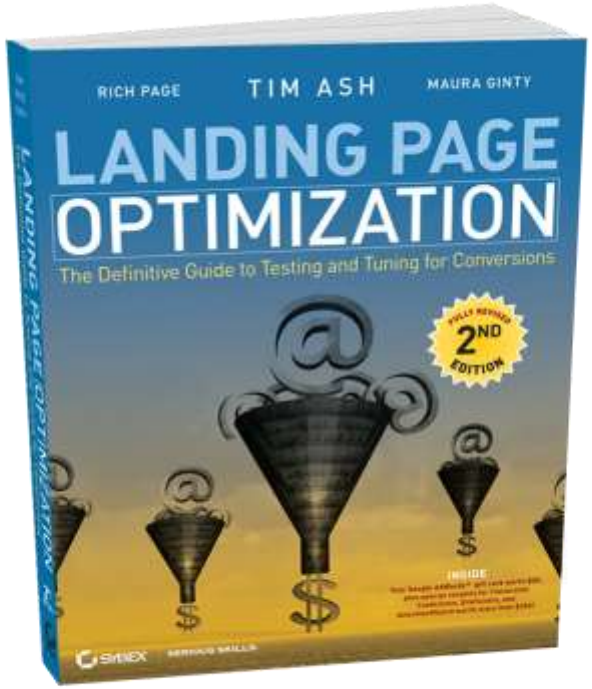


Bestselling Author

Tim Ash's bestselling books have sold over 50,000 copies in two editions and multiple printings.

They have been translated into six languages: German, Korean, Russian, Polish, Chinese, and Brazilian Portuguese.

The latest edition is considered a must-read bible on Conversion Rate Optimization by serious practitioners.



Founder & Chair of Conversion Conference

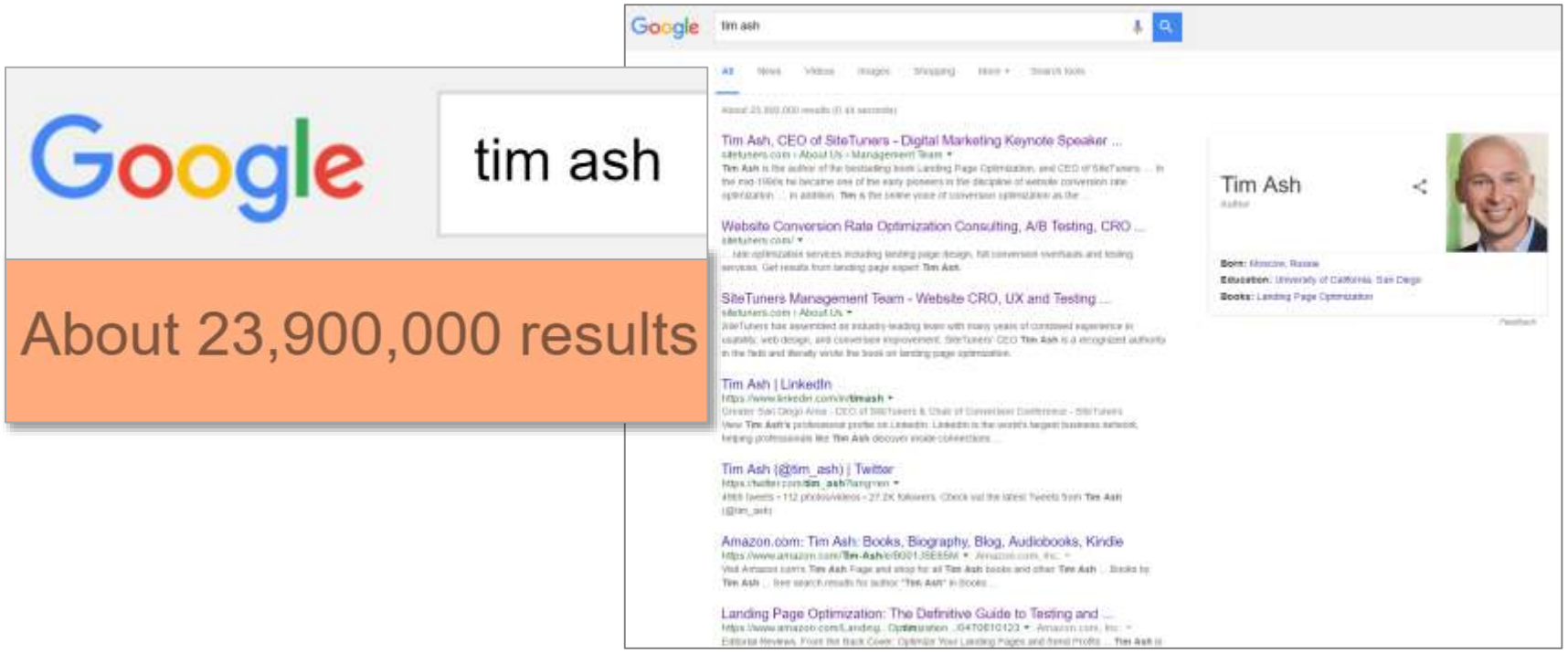
Conversion Conference

- The original and only full-industry conference focused on Conversion Rate Optimization (CRO)
- 27 events in the US and Europe since 2010
  (New York, London, Boston, Washington DC, Paris, Ft. Lauderdale, Chicago, Stuttgart, San Francisco, Hamburg, San Jose, Berlin, Las Vegas)
- Programmed 250+ top speakers and though-leadership keynotes from across the industry
- Attracted over 10,000 attendees from 50+ countries and hundreds of leading companies
- Over 75 sponsors and exhibitors from across the optimization ecosystem

Expert Authority - Over 200 published articles …

Frequently quoted and featured in the press

Acknowledged Digital Marketing Thought-leader



Entrepreneur
2016
Top 15
Online Marketing
Influencers To Watch

Forbes
2015
Top 10
Online Marketing Experts

About Tim

Tim Ash is the author of two bestselling Landing Page Optimization books (translated into six languages), and CEO of SiteTuners, a strategic conversion rate optimization agency with offices in San Diego, and Tampa. Tim has developed deep expertise in user-centered design, persuasion and understanding online behavior, neuromarketing, and landing page testing. In the mid-1990s he became one of the early pioneers in the discipline of website conversion rate optimization (CRO).

Over the past 20 years, Tim has helped a number of major US and international brands to develop successful web optimization initiatives. Companies like Sears, Google, Expedia, eHarmony, Facebook, American Express, Canon, Nestle, Symantec, Intuit, Autodesk, Yahoo! and many others have benefited from Tim's deep understanding and innovative perspective.

Today, in addition to providing strategic consulting services, Tim is a highly-regarded keynote speaker and presenter at industry conferences worldwide including Content Marketing World, DreamForce, Inbound, Internet Retailer, Affiliate Summit, Shop.org, PubCon, SMX, and countless others. He is the founder and chairperson of the international Conversion Conference event series (over 27 conferences in the US and Europe since 2010) and a frequent contributor to print and online publications such as ClickZ, Website Magazine, Visibility and others. Since 1995, he has authored more than 200 published articles.

In addition, Tim is the online voice of conversion optimization as the host of the Landing Page Optimization podcast on Cranberry.fm (over 120 recorded interview episodes with top conversion rate optimization experts). Tim has been mentioned by Forbes as a Top-10 Online Marketing Expert, and by Entrepreneur Magazine as an Online Marketing Influencer To Watch.

Tim earned a dual-major Bachelor of Science degree "with highest distinction" in Computer Engineering and Cognitive Science from U.C. San Diego while studying on a U.C. Regent's Scholarship (the highest academic scholarship awarded by the U.C. system). During his PhD studies at U.C. San Diego he also earned his Master's degree in Computer Science with a focus on self-learning neural networks and artificial intelligence.

Speaking
& Praise

Tim has keynoted & spoken at over 200 events, including…

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Experienced worldwide presenter – always ready!

Praise from event organizers – Part 1

"Tim is one of those rare keynote speakers that captivates the audience with marketing insights that WOW, backed with data that transforms inspiration into action for listeners and fans. He consistently hits the ball out of the park, and is one of those polished keynotes you will want to have back for Chapter 2. Two thumbs way up. Write On!"

– Byron White, *CEO & Founder, WriterAccess, and Chair of Content Marketing Conference*

"I have had the pleasure of hearing Tim deliver several dynamic presentations at events over the years, and we were proud to have Tim keynote at both the Internet Conference Australia and the inaugural Retail Global event in Las Vegas. Tim delivered – the audience was engaged, entertained, and educated. I am inviting him back to present and lead a workshop at our next event!"

– Phil Leahy, *CEO – RetailGlobal.com*

"Tim Ash is one of the most lively and energetic speakers I've seen, yet the material he delivers is cogent, specific, useful, valuable and always up-to-date. When it comes to improving website performance, Tim is a true expert. The fact that he's a live-wire on stage is a wonderful bonus."

– Jim Sterne, *Founder – eMetrics Marketing Optimization Summit*

Praise from event organizers – Part 2

"The brilliant Tim Ash delivered the opening keynote at our recent Affiliate Management Days conference. He shared great insights about mobile conversions and captivated the audience. Tim also keynoted our inaugural event, and I was excited to have him back again. If you are considering a keynote on digital marketing from a true thought-leader – you would be lucky to have Tim!"

– Geno Prussakov, *Chairperson – Affiliate Management Days*

"Tim Ash brought a dynamic energy and passion to his keynote presentation and workshop at eCommerce Conference & Expo Melbourne. It was clear that he enjoyed sharing his extensive online marketing knowledge with our attendees. I would strongly recommend Tim as a keynote for any digital marketing event!"

– Alice Kuepper, *Event Director – Reed Exhibitions, Australia*

"Tim has keynoted and presented at our annual MivaCon ecommerce conference on multiple occasions. Each time he brings fresh insights and unflinching honesty, delivered with intelligence and a keen sense of humor. Tim is always enthusiastically received by our attendees, and would be a strong asset to any marketing event."

– Rick Wilson, *President – Miva, Inc.*

Praise from event organizers – Part 3

"I originally met Tim when I was attending one of his Conversion Conference events. I was very impressed with his command of online marketing and invited him to keynote at our Confluence event in Park City, Utah. Tim did an outstanding job – his obvious command of the material was coupled with engaging delivery and had a memorable impact on the audience. I would strongly recommend Tim as a keynote for other online marketing events!"

– **Ted Roxbury,** ***CMO – Clearlink***

"Tim's keynote and live landing page critiques were a great addition to our conference. His passion and enthusiasm allowed him to really engage and connect with our audience. He gave lots of practical advice in an accessible manner. I would recommend him as a dynamic keynote on any online marketing topic."

– **Tom Myroniak,** ***VP Marketing & Member Services – Specialty Equipment Market Association (SEMA)***

"Tim Ash presented a powerful and compelling wake-up call to our senior executive audience. His command of both the material and delivery resulted in the highest educational speaker scores at our event!"

– ***Greg Buzek – Donor Trustee, Retail Orphan Initiative SuperSaturday Event***

Praise from event organizers – Part 4

"Over the course of six years running iMetrics (the largest Web analytics conference in Russia) we've had more than 150 speakers, and Tim Ash was the top-rated presenter. His content was dynamic and even with the simultaneous-translation, his mastery of presenting came through. He also took the time to interact with our attendees throughout the rest of the day, and left a trail of goodwill behind him that many still remember years later. We got very positive feedback, and know that Tim's keynote and workshop inspired lots of our participants to make effective changes in their business."

– Irina Matvienko, *Event Organizer, iMetrics.ru*

"I have been trying to get Tim Ash to come & speak at my event in Australia for many years, always knowing he would be a great asset to our content and speaker roster, this year we finally got him to speak and not only did he bring his passionate thought leadership he also captivated our audience during his keynote and workshop, he was especially engaging in the Live Landing Page Clinic. Tim was eager to share his knowledge and challenge the attendees to improve their digital marketing. Tim is a welcome addition to any conference that's remotely about online marketing"

– Barry Smyth, *Founder & Content Director – Search Marketing Summit Australia*

"Tim Ash brought his A-game to his keynote session during our annual client conference. His high-energy, engaging style was an ideal way to kick off the second day of the event. Tim had people both laughing and learning as he delivered thought-provoking, polished, and actionable material."

– Dave Bruno, *Director of Marketing – Aptos*

Praise from event organizers – Part 5

"Tim was the perfect mix of passion and expert insight to kick off the event. Once he was done, everyone was primed and motivated to learn. People raved about his keynote for the rest of the day."

– Andy Crestodia, *Co-founder, Orbit Media, and Chair of Content Jam*

"Tim Ash is a truly gifted speaker whose presentation on landing page optimization is nothing less than inspirational. He combines a genuine knowledge gained from years of experience, a friendly personality, integrity, and tremendous content to keep his audience engaged. I have participated with Tim on a number of occasions and he is a total treat to interact with. His desire to truly help others made him one of the hits of the AZIMA speaker series. If we can, we'd be delighted to have him back again as a speaker. I can't recommend Tim highly enough!"

– Arnie Kuenn, *CEO, Vertical Measures, and President, Arizona Interactive Marketing Association*

"Tim Ash has been a highly-rated contributor to Affiliate Summit for years. He consistently delivers thought-provoking and solid content that challenges our attendees to improve their landing page optimization. That is the reason that we have brought him back as one of only two people to ever repeat keynote – Tim delivers!"

– Shawn Collins, Co-founder of Affiliate Summit.

Reactions from the audience – Part 1

Lee Odden @leeodden
@tim_ash is killing it in his keynote on building trust & improving conversions #sessf

Sean McGinnis @seanmc…
IMHO @tim_ash is a terrific speaker. Holding attention for an hour is tough and he's killing it. Info + energy. Bravo! #ses3 #seschi

algoholic @algoholic
@tim_ash rocks, I'm so happy I chose the F room #pubcon

John W. Ellis @JohnWEllis
Left Bing session for 'Landing Page Testing and Tuning' @tim_ash rocks! Buy his book. #sessj

The League @TheLeagueWo…
We live in an attention economy. So true @tim_ash @eComMelb #eComMelb great presentation! #sitetuners

Luke Summerfield @SavvyL…
.@tim_ash crushing his talk at @smx #smx - great content & entertaining! Thanks Tim

Xavier Colomés @xavier_c… 153d
Listening @tim_ash at @ConvCon London. Great stuff.

Professional PUNCH @pro…
OMG! Just won a book- thanks @tim_ash - great presentation. Very relevant- jam packed with great info! #CMWorld

Jen Renshaw @JenRenMurica
@tim_ash fantastic presentation on optimizing landing pages! #mktgnation

Reactions from the audience – Part 2

Jen Goode @jgoode
Fantastic info on improving landing pages - Thank YOU for sharing your expertise @tim_ash http://bit.ly/cOJTNu - just listened & loved it

Brittany Baeslack @BaeslaBr
awesome presentation on ecommerce conversion by @tim_ash!! Now if only I was in charge of site design... #didyouseethat #SESSF @sesconf

MuffinMilk @MuffinMilk
Yo @tim_ash is FUCKIN awesome #INBOUND14

Yared Akalou @YaredAkalou
Seriously @tim_ash. Awesome talk today...started tweaking UI prototype right after. #CRO

Diana Y Chang @dianac_tw
Congratulations to @tim_ash!! He is one awesome speaker! forbes.com/sites/sujanpat...

Tom Lambert @thetomlambert
I have no idea how @tim_ash just packed that much awesome content into a 1 hour presentation. Great start to #convcon Tim! #CRO

Rick Perreault @rickperreault
#convcon @ggiiaa & I watching @tim_ash give keynote. Room is full, Tim is awesome

Heather Vaughn @mewzikgirl
A3: the rapid fire in @tim_ash 's "Your Baby is Ugly" session was amazing. Not for the weak at heart. #CMWorld

Tara Fitzer Cohen @TaraCohe
Awesome morning at @ConvCon after great Master Classes Monday. @tim_ash is brilliant!

Topics & Formats

Available Formats

- Keynotes (45-60 minutes and may include a short Q&A with the audience)
- Workshops (4-6 hour format, typically to groups of 10-40 people)
- Onsite Live Consulting
  - Digital marketing strategy development
  - Interactive website reviews (may be recorded for later viewing)
  - Open-ended question & answer sessions
- Custom packages (Not seeing exactly what you need? We can create a custom package just for you!)

Ending The War Between Branding And Direct Response - Keynote

There is a war going on in marketing departments around the world, and it has resulted in untold amounts of needless suffering. On the one side are the guardians who insist on orthodoxy and brand purity. On the other side are the maverick direct response teams – willing to try anything. Each views the other with hatred and suspicion – thinking that their own viewpoints are correct and complete.

But this does not need to be the case. Join noted conversion rate optimization (CRO) expert Tim Ash as he lays out a comprehensive framework for uniting these seemingly intractable enemies, and harnessing their combined power to create synergistic results.

You will learn:

- How branding and direct response practitioners view each other
- Key concepts for understanding the power and limitations of brands
- Understanding how brands subconsciously frame the direct-response offer
- How to create a framework for powerful brand/direct-response synergies

Insights into Mobile Conversion - Keynote

The “year of mobile” has already happened, and you are late to the party.

In the rush to catch up, you have probably retrofitted “mobileness” belatedly onto some of your desktop web experiences. Unfortunately this approach will most likely fail. Understand the pitfalls of going mobile, and why it is fundamentally different from desktop.

You will learn a number of important perspectives on creating a compelling mobile conversion strategy:

- Why context (and not content) is king
- Characteristics and behaviors of mobile users
- The real mobile “killer app”
- Why “responsive lite” websites are not the answer
- Guidelines for creating optimal mobile experiences

That's Irrational! Why Selling To The Logical Brain Won't Get Results - Keynote

People don't make "rational" decisions. Your web experiences may be laid out in a logical way, and that is costing you a lot of money. Understand the latest in neuromarketing research to bias visitors subconsciously, and make it more likely that they will take the desired action on your web page. Learn the power of framing, irrational anchors, and visual biases. Find out what motivates your primitive reptilian brain, and how to skyrocket online conversion rates!

What you will learn:

- Why you really have three brains, and which ones are really in charge
- How to limit choice overload and focus people on the desired outcome
- How to maximize value by framing and bracketing to create context
- Practical applications for your online marketing campaigns

Why Your Content Marketing Is Failing And How To Save It - Keynote

Take a provocative trip that will have you questioning all of your content marketing assumptions. Running faster on the he content-creation gerbil wheel is not the answer. Stop spewing garbage that no one is interested in. Learn how to create compelling content that actually helps your website visitors move down the sales funnel, and makes you money in a predictable manner.

What you will learn:

- The difference between noise-making and being of service
- Why content is critical to support every stage of the buyer journey
- The content marketing sweet-spot, and where content marketing will not help you
- Three key strategies for creating content that converts

The Conversion Maturity Model: A Roadmap to Higher Online Profits - Keynote

Conversion Rate Optimization (CRO) is an increasingly popular activity. Unfortunately, it has often been relegated to the sidelines, and seen largely as a tactical split-testing activity within the online marketing department.

The real strategic potential of CRO can't be unleashed without considering the whole company. Optimization expert Tim Ash will describe a 360-degree vision, to evaluate your own company's ability to use CRO as an engine for growth.

The Conversion Maturity Model objectively measures capabilities in areas such as:

- Marketing technology and tools
- Customer experience (online and omni-channel)
- Organizational structure and staff skillsets
- Measurement and accountability
- Process and culture

Learn where you stand on this important map, and what steps you need to take to accelerate your online business.

The Four Pillars of Building Instant Trust Online - Keynote

Websites and landing pages have very real trust issues – they create anxiety and uncertainty for many visitors. Before people will act or transact, these concerns must be alleviated and overcome. But how can you do this online when you only have seconds to establish trust?

In this provocative session, SiteTuners CEO and bestselling author of Landing Page Optimization Tim Ash, will show you how to effectively use the Four Pillars of Trust and smooth the way to your online conversion goals. Learn via vivid examples how appearance, authority, social proof, and transactional assurances can skyrocket your landing page effectiveness.

Your Baby Is Ugly: Rapid-fire Live Landing Page Critiques - Keynote

Your landing page stinks – its just a question of degree. Bring your URL and Conversion Rate Optimization expert Tim Ash will give you some quick and actionable tips to immediately improve performance. Guaranteed to be an educational and entertaining session!

The Seven Deadly Sins of Landing Page Design - Keynote

Changes in web page efficiency can dramatically improve the profitability of your online marketing programs. This fast-paced and practical session will provide you with a crash course in landing page optimization.

Learn to identify the common Seven Deadly Sins of Landing Page Design that are present on almost every landing page, and how to avoid them:

- Unclear Call-to-action
- Too Many Choices
- Asking For Too Much Info
- Too Much Text
- Not Keeping Your Promises
- Visual Distractions
- Lack of Trust

A Crash Course in Conversion Rate Optimization: Hands On - Workshop

How much money are you losing with poorly performing websites and landing pages?

Changes in website efficiency can dramatically improve the profitability of your online marketing programs. This fast-paced and practical hands-on training will provide you with a crash course in conversion rate optimization (CRO). Noted digital marketing expert and SiteTuners CEO Tim Ash will help you to improve conversions by applying "The Matrix" methodology to your website. The Matrix is a framework for understanding your audience from a user-centered design perspective, and ensures that you will consistently get the more of right people through the right activities in the right order.

All participants will receive a personalized autographed copy of Tim Ash's book Landing Page Optimization: The Definitive Guide To Testing & Tuning For Conversions. Short lecture segments will alternate with practical hands-on work. Participants will complete exercises to apply key concepts to their specific situation.

Who Should Attend:

- CMO's
- Marketing directors
- Online media buyers
- Webmasters & web designers
- SEO & PPC specialists

What You Will Learn:

- An overview of conversion rate optimization
- How to uncover the Seven Deadly Sins of Landing Pages
- How to segmenting your online audience into mission-critical roles
- Breaking down each role into specific tasks ("use cases")
- Understanding key decision making steps (awareness, interest, desire, action)
- A process for creating user-centered websites

Developing a Mobile Content Plan That Converts - Workshop

Conversion Rate Optimization CRO) expert Tim Ash will help you to develop an actionable mobile conversion strategy. The workshop will feature learning segments, plenty of room for audience questions, guided discussions, and interactive exercises using participant websites as examples.

What we will cover:

- A framework for mobile conversion (understanding the mobile environment and context)
- Specific problem/solution best practices for mobile design
- Optimizing mobile emails and landing page experiences
- Mapping your mobile content to the stages of the customer journey

Working with Tim

What You Can Expect From Tim

Before the event:

- Timely responses
- Clear and complete communication
- Cooperative and helpful attitude

At the event:

- Being on time for all setup and pre-planning
- Appropriate professional dress
- Polished high-impact presentations
- A passion for teaching and sharing
- Interaction with your audience after presentation times

Next Steps

- Check out Tim's website (TimAsh.com) for additional info and videos
- Download resources from the event planner page
- Get in touch with Tim to chat and check availability

What are you waiting for?

Book Tim today
to guarantee a spectacular outcome for your next event!