

# Jeff Hensiek

**Director of Digital Marketing at Office Evolution**

Greater Denver Area, CO, US

Digital Marketing for Multi Unit Businesses.

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## Description

I'm a results driven marketing professional that uses research, analytics and technology to help clients develop a solid online presence and a winning ROI.

I enjoy being able to take numbers (analytics) and combine that with solid & proven digital marketing strategies to develop custom marketing recommendations for my clients. Many times, these recommendations can include two elements:

- 1) Niche marketing to a specific audience
- 2) Implementing a variety of products like; SEO, PPC, Social Media, Google+ and more.

Once the campaigns are implemented, it is critical to the overall goal to keep on top of the reporting and the overall performance of the campaign. I also enjoy making calculated recommendations to clients, seeing the recommendations implemented and seeing the result.

We all know that technology changes very rapidly. Therefore, it's important to keep on top of technology and effectively implement tools/technology/digital marketing strategies that will provide a good ROI.

I like learning about new technology because it keeps opening up new marketing ideas and further expanding the capabilities of what is possible. This becomes even more fun when I can develop digital marketing programs and products for our clients to implement.

I'm also having a good time developing the video training and processes for our partners, vendors and staff. I've lead CRM training, sales development training and used videos to educate our clients and partners. This is something with which I am familiar and I did a lot of this while working with Mentor Financial Group.

In addition to the video training, I do enjoy educating people in large groups by presenting on stage.

I enjoy being the go-to for just about everything...and having the staff to help me support the objectives.

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## Availability

Keynote, Moderator, Panelist, Workshop, Host/MC

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## Industry Expertise

Advertising/Marketing, Media - Online, Social Media

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## Topics

Search Engine Optimization Strategies, Search Engine and Social Media Marketing, Search Engine Marketing, Search Engine Marketing for Local Bsbusiness, Paid Search Marketing (Pay-Per-Click), Google Adwords, Google Analytics, Google Ads, Email Markerting

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## **Affiliations**

Google Analytics Certified, Google Analytics Certified, International Franchise Association, Global Workspace Association

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## **Sample Talks**

### **Marketing the Modern Way with Google**

Basics, moderate, and advanced users will enjoy this topic. Jeff Hensiek delivers a comprehensive training around Search Engine Optimization.

In this presentation, Jeff starts at the novice level describing the difference between on-site and off-site SEO. Diving deeper, Jeff goes into some general best practices for SEO and finally dives into some of the depths of digital marketing by showing specific examples of what to do and what not to do.

This presentation can can be as short and simplified as 30 minutes and has also been tailored to keynote presentations.

Attendees will get the most out of the presentation when they come prepared with pen and paper and an willingness to participate in this hands-on sessions.

The presentation consists of group share opportunities and hands-on written exercises.

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## **Past Talks**

### **Office Evolution All Hands Franchise Call**

Office Evolution All Hands Franchise Call

### **Marketing the Modern Way with Google**

Maui Millionaires

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## **Education**

### **University of Nebraska - Lincoln, NE**

Bachelor of Journalism Journalism & Mass Communications

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