

Here's what we're up to at NC in April...

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Click Coffee Break



Happy Spring!

From boats returning to the lake to the reopening of our favorite frozen custard shop, there are many reasons to be excited this time of year. This month, we're especially excited for all the digital marketing conferences on our horizon! With many of us traveling near and far this month, we've got our travel mugs in hand as we look back on recent conferences and look forward to those yet to come in April.

In this issue:

- An interview with our favorite conference speaker
- Upcoming conferences we're packing our suitcases for
- A few snapshots from the 'gram
- The TV families NC employees would choose over our own flesh and blood

Click Cram Session

At NordicClick, we make it a priority to send our people to conferences throughout the country to learn from the industry's best and brightest. Sometimes we get to speak at them, too. We sat down with resident



conference guru, Adam Proehl, and picked his brain a bit on his experience as a speaker...

So Adam, in the last eight weeks, you've spoken at Pubcon, eMetrics, SMX, and MnSearch. Why do you enjoy speaking at conferences?

I learn. As a speaker, you meet a lot of really smart people—many of whom are smarter than I am. It forces me to step up my game, do my research, and look closely at what we are doing as an agency.

What kinds of topics do you like to present on?

I focus on stuff people can actually take back and *do*. Some level of theory is important to set the stage, but people pay good money to attend a conference and learn something they can truly apply.

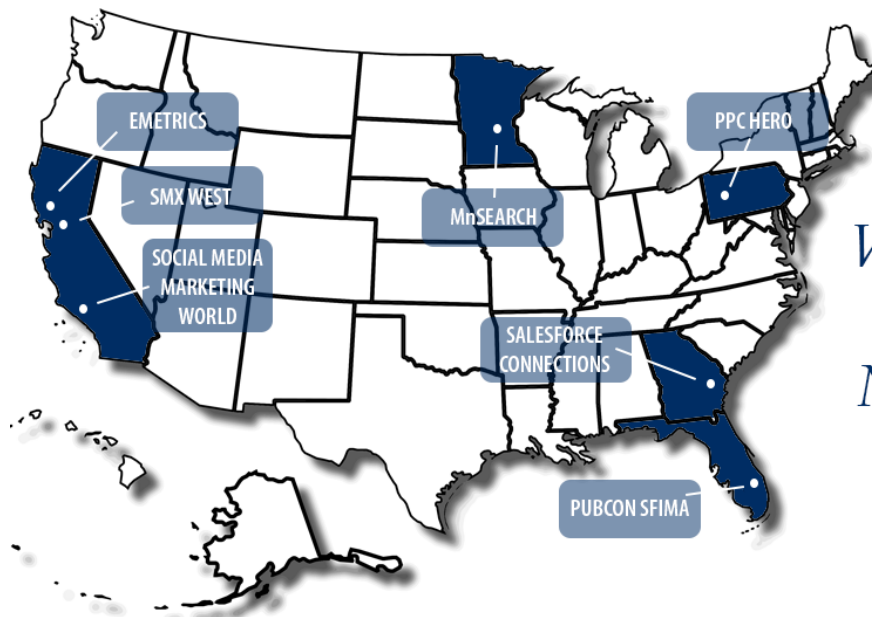
Analytics seems to be a common theme among your presentations. Why do you like the topic?

I've always been a data guy. All data either tells a story or leads to a greater story. Analytics shows me whether or not we are keeping the promise of that click.

What do you appreciate most from other speakers that you try to incorporate into your own presentations?

Not only good data and tactics, but the ability to really hold an audience. "I would have listened to him/her for another hour." *That's* the goal. You can tell when speakers respect attendees enough to do that.

Wondering where we're racking up frequent flyer miles? Check out the map below!



Where In The World Is NordicClick?

Looking Forward... NC Employees On Upcoming Conferences

"I'm really looking forward to advancing my skills in lead generation and learning more about paid advertising on social networks, specifically LinkedIn. Oh and I can't wait to try my first Philly Cheese Steak!"

Katlyn's hopping on a plane to Philadelphia for PPC Hero.

"Besides the sun, I'm excited for all the new ideas on the latest social trends I'll get to soak up. It's so beneficial to hear how others are taking advantage of all social has to offer and see what we can apply to our clients."

Carrie's off to Social Media Marketing World in San Diego.



Looking Ahead: Hero Conf 2016

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Click Currently



NordicClick Pet of the Month

Name: Grace

Breed: Pibble

My Human: Rachele

My Friends Call Me: Princess Petunia Pear

Age: 5

Favorite Food: Bacon!

Favorite Activity: Swimming

Personal Role Model: Angelina Jolie Pitt

Click Gram



nordic Click Chat

If you had to trade your family for a TV family, who would you pick?

Natalie: "The Pritchetts and the Dunphys (Modern Family). Love the cast (especially Phil & Cameron) and there'd be a lot of laughs and family fun."

Adam: "It would make sense for me to choose the Addams Family given my name, but I'll go with The Taylors from the popular 90's sitcom Home Improvement because I also grew up in a family of all boys."

Jeff: "If I absolutely had to trade in my family for a TV family, I would not hesitate to join The Goldbergs. My first order of business would be to add myself to the rap group Barry set up. I can see it now... Big Tasty, Lil' Yum Yum and introducing Smack Shack!"

