



Thomas Gilmore

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The Blueprint for Better Marketing Partnerships: Vetting, Planning, and Growing with the Right Team

Tired of throwing money at marketing that doesn't work? In this session, you'll learn how to confidently vet marketing partners, avoid common industry scams, and understand the basics of marketing, Search Engine Optimization (SEO), ads, and automation — even if you've been burned before. We'll give you a contractor-friendly blueprint for building a marketing strategy that actually drives leads, plus free tools to audit your current efforts. Walk away with clarity, confidence, and maybe even a free month of SEO (if you're lucky 

Tommy Gilmore graduated from SUU in 2017 with a degree in Criminal Justice and a minor in Spanish. After 5 years helping teens navigate the legal system, he decided to make a pivot back to his first love: video. This pivot opened him up to the world of marketing, where he found great joy in helping small businesses navigate the ever-changing world of marketing. In his free time, Tommy enjoys hiking, playing Dungeons and Dragons with his kids, and learning more about 20th century history through books and documentaries.