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Social Media Week Lima 2025 Celebrates 13 Years as the Midwest's Largest Social Media Conference

Bringing Global Marketing Experts and Local Business Leaders Together for Two Days of Innovation, Strategy, and Connection

LIMA, OHIO – Social Media Week Lima (SMWL25) is celebrating its **12th year** in 2025, marking over a decade of **growth, innovation, and impact** in the marketing world. What started as a small online event has evolved into the **largest social media conference in the Midwest**, attracting more than **250 attendees** and featuring **20+ influential speakers from around the globe**.

SMWL25, hosted by **NOW Marketing Group and President Jessika Phillips Suter**, will take place on **June 18-19, 2025**, and will showcase an incredible lineup of industry leaders, local business experts, and top marketing strategists. This year's **featured speakers** include:

- ♦ **Ben Albert**
- ♦ **George Whitcher**
- ♦ **Austin Armstrong**
- ♦ **Tracy Phillips**
- ♦ **Katie Brinkley**
- ♦ **Aleasha Bahr**
- ♦ **Shawn Quintero**
- ♦ **Jeff Howell**
- ♦ **Andy Pondillo**
- ♦ **Jennifer Watson**
- ♦ **Michael Allison**
- ♦ **Marc Bowker**
- ♦ **Makayla Boyd**
- ♦ **And more!**

In addition to world-class keynote presentations, SMWL25 will feature a dynamic **expert panel discussion**, hands-on workshops, **networking opportunities**, and a **vendor expo** showcasing the latest in digital marketing tools and technology.

A Local Event with a Global Impact

"My motivation to create a local conference was to bring a next-level experience to our hometown so area businesses could stay ahead of the curve without spending big city prices to do so," said **Jessika Phillips (now Jessika Suter)**, Founder of NOW Marketing Group. "I'm super honored that Social Media Week Lima not only has grown into the largest social media-focused conference in the Midwest but is also listed as one of the **top 20 social media conferences to attend for business growth**. I couldn't put this on without the help of all the local businesses that are willing to donate space, products, and time to make our event successful!"

With the theme of **"Meraki: Using Our Unique Heart, Spirit, and Soul in All We Do,"** this year's event will challenge attendees to infuse their work with passion, creativity, and authenticity. Whether you're a seasoned marketer or business owner or just getting started, **SMWL25 offers the tools, strategies, and connections to drive success.**

Join the Movement!

Tickets for SMWL25 are now available. **For more information or to purchase tickets, visit [SocialLima.com](https://sociallima.com) or call the NOW Marketing Group office at 877-380-6698.** You can also follow along online by following the hashtag #SMWL25.

For media inquiries, sponsorship opportunities, or interviews, please contact NOW Marketing Group at **info@nowmarketinggroup.com**.

Social Media Week Lima Conference Agenda

<https://sociallima.com/agenda/>