

Get Prepared. Get Found. Get Results.

A Liquid Web Designs' seminar series



Developing your Business' Internet Communication Strategy: Connect and Convert!

Developing your Communication Strategy: Now that your Brand has been re-focused and your website is ready for business, how do you create an integrated strategy to sell it to your customers? GET COMPETITIVE!

Who should attend?

Small business owners who would like to increase their product or service's visibility by developing an integrated online communication and growth strategy.

Summary:

Defining your Brand and bringing your website current was only half the battle. Now, how do you use your new tools to find, connect with and convert your clients to your **CALL TO ACTION?** Introducing LWD's "Closed-Loop Internet Marketing Strategy." A cohesive outreach, conversion and metrics strategy designed to enhance how you communicate with your clients and grow your business on the web.

LOCATION

Liquid Web Designs
1100 Mercantile Lane, Suite 115A
Largo, MD 20774

DATE/TIME

October 5, 2011 12:00noon - 1:00pm

CONTACT

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What we'll cover:

- Search engine optimization
- Offline strategies that support your online strategies and the prospects of an integrated digital life
- Your social media and other online marketing strategies (review sites, advertising, link partnering, blogs, email)
- Inexpensive (and sometimes free) software solutions to make your life easier and make you money
- Tracking visitors to and through your site
- Adjusting your strategy in response to feedback
- "Closing the loop", turn your visitors into customers

About the Presenter:

Ed Rosemond, President/CEO Liquid Web Designs, is a seasoned Internet and Marketing professional with 10+ years experience in web technology, corporate branding, business development and online marketing.

Ed is especially adept in devising business strategies that navigate the sometimes confusing relationship between Internet technology, design, marketing and human interaction. His company, Liquid Web Designs, has delivered successful design strategies and marketing solutions to hundreds of small businesses.

Ed recently has developed an easy-to-understand comprehensive strategy that helps small businesses get the most out of their Internet presence, website traffic and integrated network marketing.

Length:

45 minutes - 1 hour