

Get Prepared. Get Found. Get Results.

A Liquid Web Designs' seminar series

Your Brand Strategy: Do you have one and is it effective?

Your Brand Strategy: Do you have one? And is your website an effective extension of what your business stands for?

Who should attend?

Small Business owners who would like to learn more about how to develop their Brand and/or Branding strategy for better sales results. Also for Small Business owners who would like to learn about the benefits of extending their Brand strategy to their website for a more potent online presence.

Summary:

If you're like most small businesses you originally got your website because "every business needs one." Perhaps you chose a nice design and an extra option like a 'contact us' form and thought that was all you needed. You then may have printed your business cards, checked everything off your 'to do' list and moved on to other 'more important' things related to running your business.

This seminar is designed to help Small Business owners (re)discover their true Brand and ensure harmony between their website and Brand objectives. We will discuss tips and tricks to strategically arm your website to be more inviting, effective and competitive. We'll also show you how you may be missing opportunities to reach customers and stop leaving money on the table!

What we'll cover:

- What exactly is a Brand is and why it is so important
- Exercises to define and focus your Brand
- What your website means to your business
- Strategic methods of reorganizing and improving your website's content
- Ways your website can work better for you
- Tracking visitors to, through and out of your website

About the Presenter:

Ed Rosemond – President/CEO Liquid Web Designs. Ed is a seasoned Internet and Marketing professional with 8+ years experience in web technology, corporate branding, 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 well over 100 small businesses.

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

Length:

45 minutes