

Get Prepared. Get Found. Get Results.

A Liquid Web Designs' seminar series



Developing your Website Strategy: Creating a plan for online outreach

Developing your Website Strategy: Now that your Brand has been re-focused and your website is ready for business, how do you use these tools to better reach your customers? Get competitive!

Who should attend?

Small business owners who would like to develop a strategy for online business growth and make their Internet outreach more effective.

Summary:

Defining your Brand and bringing your website up to date was only half the battle. Now, how do you connect with your clients and get them to do what YOU want them to do? This seminar will teach you about the components of LWD's "Closed Loop Internet Marketing Strategy." A cohesive outreach, retention, conversion and metrics strategy designed to show you how to find new clients, reconnect with existing clients, and grow your business on the web.

What we'll cover:

- Your Brand positioning
- Search engine optimization
- Social media and other online media marketing (review sites, advertising, link partnering, blogs, email)
- Offline strategies that support your online strategies
- Tracking your users through your site and adjusting your plan accordingly
- Closing the loop to turn visitors into customers

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