



NET
Marketing Consulting Group

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LOCAL COMPANIES COME TOGETHER TO DISCUSS NEW MEDIA STRATEGIES AND TACTICS:

FREE INTERNET MARKETING WORKSHOP AT THE ORLANDO SCIENCE CENTER:

PRESENTED BY: NET MARKETING CONSULTING GROUP & WRDQ TV 27
WITH SPECIAL LUNCH SPONSOR, INTERNATIONAL MARKET & DELI

Let's face it. It's essential for businesses to maintain an online presence if they wish to be successful in 2010. But how does a brand get recognized with so much clutter littering search engines and irrelevant information plaguing social media platforms? Furthermore, how do they do it cost-effectively? The Web is a powerful communications tool where consumers go to connect, research, and entertain themselves. Businesses must maintain a solid presence where these conversations and experiences are happening.

So where do they begin on this NEW MEDIA quest? How do they make sense of it all? Enter NET Marketing Consulting Group. The Orlando-based Internet Marketing firm promises to help marketers understand the latest New Media marketing tools, including Social Media Outlets (SMOs), Search Engine Optimization (SEO), Online PR, and Blog Management, by hosting a free Internet Marketing Workshop at The Orlando Science Center.

The free, two-hour workshop will be held on Tuesday, January 19th, 2010, from noon to 2 p.m. in The Founders Room at The Orlando Science Center in downtown



Orlando. Lunch will be provided to all participants by International Market & Deli. Attendance is limited.

The event will shed light on some of today's most successful online techniques and methods being used to increase return on engagement, brand loyalty, and user interaction for companies today.

"This Internet Marketing Workshop is designed to help marketers and business owners understand how to manage their Social Media Marketing (SMM) platforms cohesively on a consistent basis," says event organizer and CEO of NET, Nicholas Trimarche. "It must be a lifestyle change for businesses because New Media is an entirely different animal from traditional media."

According to Trimarche, the presentation will cover the importance of creating relevant, consistent content and building authentic consumer connections on Facebook, LinkedIn, Twitter, and YouTube, as well as effective blog management, using online press outlets, and optimizing websites for increased exposure on all major search engines.

"Using this marketing methodology will increase a company's ROI by yielding better conversion rates from the search to site visibility," says Trimarche. "When enacted, mass media costs will decrease while increased sales opportunities begin to multiply."

The presentation will also feature a segment by Norm Levy, Business Executive at WRDQ, Central Florida's TV27. Levy will speak from a traditional media perspective and illustrate how weaving New Media into traditional media can yield highly successful results.



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Levy notes, “The landscape has changed in reaching your customers. You must change with the times and enter “New Media” before it’s too late. I’m excited to being part of the workshop that NET Marketing Consulting Group will be hosting. Introducing new concepts and ideas to reach the ever changing market is key to reaching your business goals and, more importantly, your profits.”

Mike Lowe, Director of Marketing at The Orlando Science Center, helped the team at NET secure the downtown venue. He anticipates the participation of many local executives and business owners. “We are happy to make our facility available for this workshop,” says Lowe. “Workshops like these help local businesses make sense of New Media strategies and online platforms—it points them in the right direction.”

For more information about this Internet Marketing Workshop and to register for the event, visit newnetworkshops.com.

Seating is limited.

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NET Marketing Consulting Group is a marketing consultancy of Internet specialists utilizing Non-Advertising™ platforms to boost business’ Internet Brand Penetration. The company is located at 7380 Sand Lake Road in Orlando, Florida. For more information, visit netmcgroup.com or call 407-352-3238.

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