

Annex Media Provides Internet Marketing Workshop - Open to the Public at MBEC



Burlington, Ontario, Canada 02/23/2009 - Annex Media announces Carm Maesano, Managing Partner, will host a workshop at Mississauga's MBEC April 8, 2009. "Growing Your Business - Internet Marketing" will highlight how the internet can be leveraged to generate online leads and grow sales.

Annex Media's Managing Partner, Carm Maesano, will be speaking at Mississauga's Business Enterprise Centre (MBEC) this coming April 8, 2009. Business owners and managers new to internet marketing will have a great opportunity to gain insights and practical tips on establishing an internet marketing strategy.

Maesano notes, "More than ever, smart business leaders realize marketing on the internet is a must. This imperative is magnified at a time when every marketing dollar must be accounted for and highly targeted to potential customers. The internet allows just that."

The two hour internet marketing workshop, titled "Growing Your Business – Internet Marketing" will cover search engine optimization (SEO) and paid search marketing. An overview of Google Adwords will be provided, including tips on utilizing key features like geographic and demographic targeting and how to effectively build keyword lists. PPC bid strategy advice will be provided to keep cost-per-click and overall paid search marketing costs within budget. "Small and medium sized businesses can start marketing online with only a few dollars a day – prove or disprove the benefits, and allocate budgets from there. There are ways for local businesses to target their service area, not the globe – which many don't realize." Maesano adds. "It's all about efficiency."

This internet marketing primer will help any business owner who is interested in initiating online marketing campaigns or those who already have some basic knowledge. The workshop is open to the public. MBEC serves Mississauga and the western part of the Greater Toronto Area. MBEC is located within Mississauga's Central Library. Registration is available online through the City of Mississauga Recreation and Parks website.

To learn more about internet marketing and how you can grow your business using the online channel, visit Annex Media's Learning Centre on their website at www.AnnexMediaMarketing.com.