

INTERNET MARKETING:

Developing Interactive & Digital Strategies For Your Brand

Speaker: Nicole Wagner, Internet Marketing Director at Stevens & Tate Marketing

Overview: The area of Internet Marketing is continuously evolving – which creates more opportunities, yet requires just as many resources and strategies to be successful. Along with e-mail, search and display advertising, social media has become a standard part of the online marketing mix – and mobile isn't far behind. So in this constantly changing landscape, how do you know what's right for your brand?

These customized webinars and presentations can teach how to develop the right Internet Marketing strategies to match your goals, how to incorporate digital into your overall marketing plan, and even how to measure and qualify results. Tell us what key areas you want to focus on, and we'll create a custom session tailored for your industry and brand, including any of the following tools and topics:

- Internet Advertising
- Search (SEO/SEM)
- Online Directories
- Mobile Marketing
- Social Media
- E-mail Marketing

Format & Length:

- Customized Webinars: 60 minutes, with a question & answer session

KEY STRATEGIES:

- Learn how to develop an Internet Marketing strategy specifically tailored to your brand.
- Review specific examples of other businesses in your industry using these marketing tools successfully.
- Discover ways to integrate digital techniques into your traditional marketing plan.
- Discuss ways to sell your new digital plan to those who don't believe in its relevance.
- Learn how to measure and qualify the results of your Internet Marketing efforts.

CUSTOMIZED FOR INDUSTRIES INCLUDING:

- Retail
- Real Estate & Homebuilding
- Food & Grocery
- Senior Living
- Hotels & Resorts
- Business to Business
- Travel & Tourism

About the Speaker:



Nicole Wagner
Internet Marketing
Director
Stevens & Tate
Marketing

Nicole leads an enthusiastic team in strategic planning, web development, social media and search engine marketing as well as Internet and mobile marketing. Her in-depth knowledge and extensive online experience has been instrumental in raising awareness and guiding our clients through new and emerging Web 2.0 developments.

CLIENTS SERVED:

- ALDI Food Market
- Handi-Foil
- Ryland Homes
- K. Hovnanian Homes
- Centex Destination Properties
- Strack & Van Til Food Market
- Franciscan Communities
- Provena Senior Care
- Wyndemere Senior Living
- Oakbrook Hotels & Resorts
- Marcus Hotels & Resorts
- Dale Carnegie Training



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