

SEO & MARKETING WORKSHOP:

BUILD & OPTIMIZE YOUR BLOG

ARE YOU BLOGGING ABOUT YOUR BUSINESS?

If you're not blogging about your business, you are missing out on one of the most effective and affordable ways to promote your business online! Join us at the **Kettering Center in Irvine on August 27th from 8:30am-12:30pm** and you will get to work with two of the top experts in small business online marketing, Steve Wiideman of Elaborate SEM, and Adrienne Machina of Tornado Marketing. You will be learning their top techniques and strategies that you can use right away, such as:

- » **Why blogging is an extremely effective marketing strategy for small businesses right now**
- » How to find keyword that will bring in the most traffic from the search engines
- » **Which tools are essential for easy management of your blog (Wordpress® only)**
- » How to develop persuasive, compelling content in just minutes each day
- » **How to leverage your blog to influence friends in your online social networks**
- » Etiquette, tips and tricks that make you look like a pro

BLOGGING IS AN EASY AND FUN WAY TO PROMOTE YOUR BUSINESS – BUT if you don't have your blog set up right, you won't be getting the full business benefits. Bring your laptop, and by the end of the day, you will have an up and running blog with your first article posted! You'll also have a game plan that will set you up for long-term success.



About Tornado Marketing

Based in Orange County, California, Tornado Marketing, Inc. (www.tornadomktg.com) is an Authorized Duct Tape Marketing Coaching firm, who specializes in working with small businesses, especially software companies and consulting firms. Clients appreciate Tornado Marketing's practical advice and business-value-driven approach to marketing. With Tornado on your team, you'll differentiate from your competitors; consistently draw in your best prospects; and close more deals. Tornado Marketing's Services include: individual and group coaching; strategic planning; campaign management; speaking and training; and copywriting and collateral development.



About ElaborateSEM

Elaborate SEM (www.elaboratesem.com) is a full service Search Engine Marketing agency featuring a staff of Fortune 100 Search Engine Optimization Experts, Pay-Per-Click Optimizers, Social Network Marketing Specialists, and Organic Link Building Professionals. Elaborate SEM is ROI-focused, optimizing search engine ranking and website conversion with laser sharp attention to detail. Businesses and marketing firms hire Elaborate SEM for corporate consulting and elaborate web analytics. Our SEM Strategic Plan has built a reputation all of its own, with step-by-step instructions on how to get the most from the search engines and the Internet.

What does it cost?

Normally, our private clients pay upward of \$2500 to get their blog up and running. By attending this group session, you'll pay just \$349 – and can save an additional \$50 if you register by August 1st. OCEC members pay only \$249.

How do I sign up?

To join us on August 27th, visit: www.oцентrepreneurs.com/workshop or call 949-743-1444 x102.

REGISTER TODAY!

Presented by:

OCEC ORANGE COUNTY
ENTREPRENEUR COMMUNITY
COMMUNITY. COLLABORATION. COMMITMENT.

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