

## Mississauga Business Enterprise Centre Internet Marketing Workshop – Annex Media Guest Speaker

*By Annex Media Marketing*

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*Mississauga's Business Enterprise Centre (MBEC) is hosting a seminar on internet marketing, presented by Annex Media's Managing Partner. It is an opportunity for managers and entrepreneurs to gain valuable introductory search marketing insights.*

Annex Media announces Carm Maesano, Managing Partner, will present at the Mississauga Business Enterprise Centre (MBEC) October 20, 2010. It is an opportunity for business managers, current and aspiring entrepreneurs to gain an introduction to internet marketing, an increasingly vital part of any business development strategy.

"Introduction to Search Engine Marketing" provides a primer on search engine optimization (SEO) and pay-per-click (PPC) marketing. Ideally suited for those wanting to gain or grow their online visibility, this seminar demonstrates how the internet can be utilized to increase online leads and sales.

"Despite dramatic increases in internet adoption and usage, SME's still have a long way to go when it comes to leveraging the internet as a component of an integrated business development strategy" says Maesano. "In a tough economy that is rebounding ever so slowly, the ability to manage ROI and quickly determine effectiveness makes new media marketing an essential activity that must be leveraged" he adds.

The two hour internet marketing workshop covers topics that include geo-targeting, particularly important for local or regional businesses. The primary objective is to introduce search marketing, and how to manage opportunities and risks associated with online advertising. The workshop is open to the public for a fee (registration required).

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 website.

To learn more about internet marketing and how you can grow your business leveraging the internet and strategic marketing approaches, visit Annex Media's Learning Centre on their website at [www.AnnexMediaMarketing.com](http://www.AnnexMediaMarketing.com).

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About Annex Media Marketing, Inc.: Annex Media is a marketing company specializing in internet marketing to advance the online visibility of organizations large and small. Annex Media employs leading search engine optimization practices and search marketing strategies to ensure business leaders are harnessing the power of their web presence to drive targeted web traffic to increase leads and sales. Annex Media provides management consulting advice to integrate marketing effectively within their business and operational capabilities. [www.AnnexMediaMarketing.com](http://www.AnnexMediaMarketing.com)

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