

# **Business Strategy and the Internet – Search Engine Optimization and PPC Marketing Workshop at MBEC**

**Define marketing strategies to achieve business results. Today, every organization must leverage the internet and new media to remain competitive. Annex Media's Managing Partner, Carm Maesano, leads Mississauga Business Enterprise Centre seminar.**

*PRLog (Press Release) – Jul 26, 2011* – The Mississauga Business Enterprise center will be hosting a feature presentation for business owners and managers seeking to improve their marketing strategy leveraging the internet.

Carm Maesano, Managing Partner at Annex Media Marketing will be the guest speaker. This professional development series provides business leaders as well as current and aspiring entrepreneurs to gain a stronger understanding of internet marketing and new media, an increasingly vital part of any business development strategy.

"Introduction to Search Engine Marketing" provides insights on search engine optimization (SEO) and pay-per-click (PPC) marketing and tips on how business owners can best harness its power to achieve business results. Ideally suited for those wanting to gain or grow their online visibility, this seminar demonstrates how the internet can be utilized to establish metrics and benchmark performance to ultimately generate business conversions.

"Every organization is unique and because of that business priorities and corresponding marketing strategies must be aligned. This is often a miss among organizations – whether they're for profit or not. Every website should have clearly defined objectives and metrics in place to gauge performance and provide meaningful information to achieve results." says Maesano. "With the economy still lagging, those who have meaningfully invested in their business-marketing strategy leveraging new media time and again are the winners weathering poor business conditions" he adds.

The two hour internet marketing workshop covers topics that highlight the importance of market research and analysis, geo-targeting, particularly important for local or regional businesses, and strategies for prioritizing and allocating marketing budgets. 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 marketing strategy and how you can grow your business leveraging the internet and strategic marketing approaches, visit Annex Media's Learning Centre on their website at <http://www.AnnexMediaMarketing.com> .

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Annex Media Marketing provides business leadership consulting services on researching and implementing marketing strategies. Specializing on aligning business objectives with marketing tactics to increase lead generation and conversions.