

**Internet Seminar Series
2008
for Business Managers,
Owners & Executives**



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DOES YOUR WEBSITE STAND OUT FROM YOUR COMPETITION?

The Internet and your website are the tools of the future. Make sure you understand how they will impact your business or organization in the next few years.

Don't fall behind your competition for the battle to be on the first page for Google search.

**CALL NOW FOR
RESERVATIONS!
(909) 798-7092**

RedFusion MEDIA™

Internet Seminar Series 2008 for Business Managers, Owners & Executives

The Inland Empire's leading Internet company shows executives how to take advantage of the coming marketing land-rush.

Learn—
The basics about how to manage your website.

Discover—
The latest developments to drive prospects to your site, and close more business online.

1. Seminar One

INTERNET BASICS

- **Where is the Internet today?**
- **Why is your website the most important marketing tool?**
- **What makes a website competitive?**
- **Become an expert in your field:** How to do it and why it is important
- **Positioning your website in your market niche**
- **Learn your Google Rank** (requires R.S.V.P. one week prior to the seminar)
- **Understand the inbound links to your website—**Proactive action to increase links and rankings.
- **Using FLASH and Video to close sales**

2. Seminar Two

ONLINE MARKETING—
Driving customers and prospects to your website

Today, a myriad of tools exist. Cast a wider net to reel in more viewers and prospects to your website.

- **Where should you concentrate?**
- **How do you measure return on invested marketing programs?**
- **Understand the tools and assess the right approach to meet your business goals.**

• **View and experience Blogs, Pay-Per-click, Display and FLASH Advertising.**

- **Apply these and other online tools to your website, plus online and traditional advertising.**

The web is constantly changing at lightning speed. These two seminars will leave you much better able to manage your website, and will give you the tools to drive more traffic to your website. You will have a better grasp on what it takes to increase your online exposure to the 85% of the population using the Internet.

Who should attend?

This seminar series is specifically designed for **website owners** and the **top company marketer**. It is **not** designed for administrative assistants or dual-task employees, who happen to communicate with the webmaster. The concepts developed, and the decisions to be made as a result of this information, are strategic in nature.

What you'll learn—

- Secrets of evaluating your online competition
- How to increase your **Google Ranking**
- Content development ideas
- How the pros drive more visitors to their websites
- How to think critically about how your customers and prospects look for your offerings

Seminar Schedule

Each seminar is limited to 40.

Sign up now!

Seminar I: Basics of the Internet

Tuesday, August 12
8:30 -11:00 a.m.
Redlands Chamber of Commerce Meeting Room

or

Tuesday, September 9
8:30 -11:00 a.m.
Redlands Chamber of Commerce Meeting Room

Seminar II: Online Marketing

Thursday, August 14
2:00 - 4:30 p.m.
Redlands Chamber of Commerce Meeting Room

or

Thursday, September 11
2:00 - 4:30 p.m.
Redlands Chamber of Commerce Meeting Room

Check-in & Continental Breakfast

8:30 a.m.
Seminar begins
9:00 a.m.

Cost: \$39.00 per seminar

Seminar includes—

Seminar folder and take-away materials

Bonus materials include white papers:

Managing Your Website and
Google: How It Works

Sponsored by—

- RedFusion Media™, Inc.
- Attek Media Group 
- Redlands Chamber of Commerce

About the Presenter

Ron Burgess

Burgess Management Consulting

With three decades as a business marketing consultant and careful Internet observer since 1995, Ron brings a unique understanding of the importance of the Internet to small and mid-sized businesses. RedFusion Media™ was founded out of this knowledge and the need for clients to utilize the Internet to increase their competitive advantage.

Ron is a frequent speaker at marketing industry meetings and has authored over one-hundred articles on marketing and the Internet. His personal clients include top market share performers in their respective niches in agriculture, industry and professional services.



Register at

www.RedFusionMedia.com/seminar.htm
or call (800) 280-0903

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