



# Understanding Internet Marketing & Its Importance to Manufacturing

Did you know that:

- 65% of B2B purchases start on the internet using a search engine?
- 77% of users prefer Google? and
- The top two factors that are most influential in B2B purchases are the vendor's website and a word of mouth recommendation by a colleague?

*Is your website up to the challenge?*

Join CONNSTEP and Site-Seeker, Inc. for this morning seminar and learn what internet marketing is and why it is so important to manufacturers who operate in the business to business (B2B) arena. We'll cover:

- Search engine marketing (SEM)
  - Where technical buyers are today
  - Impact of the internet on the sales cycle
  - SEM - key components
  - Pay Per Click advertising
  - SEO - search engine optimization
  - Social Media - what it is & its impact on manufacturing
- Websites
  - Important features of effective websites
  - ROI - measurement & proving value
- Website Audits
  - Review of your site live to discuss where you are today - what works, what doesn't - and receive recommendations to improve your internet presence

Following the seminar, there will be a one-hour hands-on workshop for those who are interested in learning more about Social Media. Bring your laptop and learn how to register for and use Twitter and LinkedIn as well as the tools available to utilize Social Media effectively without investing all of your waking hours!

**Wednesday, March 24, 2010**  
**8:00 a.m. to 11:45 a.m.**  
**Courtyard by Marriott, Shelton**  
**\$99 per person**

**To register, visit [www.connstep.org](http://www.connstep.org) or call 800.266.6672**



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