Who Should Attend

*Manufacturing business leaders, marketing professionals, and internal site developers who need to take charge of their website and make it a truly effective marketing tool*

Discover

Best practices of website development/management
- Search engine optimization strategies that you can apply immediately
- Social media marketing tools that manufacturers are applying with success
- How to gage success with industry standard web analytics tools
- How to create a customized road map for developing or redeveloping your site into the modern marketing tool it has to be

Why Attend?

Learn, practice, and apply techniques to
- be found and ranked highly by search engines
- make it easier for customers to understand your offering and take action
- provide content that your clients will find engaging and informative
- understand the impact of your online and offline marketing strategies

Make progress toward your goals at the boot camp: evening group and one-on-one application time will be dedicated to development of your Internet marketing strategy and/or actual website development or modification.

New! Increased interaction between participants and speakers: combined online and face-to-face learning experience, with access to online materials and tools for one year following the boot camp.

*Space is limited. Preregistration by October 11 is required.*

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