



Oxford Hills Chamber
of Commerce

How to Use the Web to Grow Your Business

Presented by:
Rich Brooks, President, Flyte New Media

When:

Thursday, September 10th
9:00 am—11:00am

Where:

Western Maine University
& Community College
Center, South Paris

Cost:

\$25, Pre-registration is
REQUIRED

How to Register:

Call the Oxford Hills
SCORE office at 743-
0499, or stop by the
SCORE office at 2 Market
Square in South Paris

Your Web site is the hub of your marketing universe, but are you using it correctly? Do you know how to improve your search engine visibility? Do you know how to convert browsers into buyers? Will a blog help you grow your business? Can Twitter or Facebook help build your customer base? What about YouTube, LinkedIn, podcasting, and other Web marketing techniques? And how can you be sure any of these tactics are working?

In this 2 hour seminar you'll learn:

- Web site basics
- How to rank higher at the search engines
- How to drive more qualified leads to your site
- How to convert that traffic into business
- How to use blogging, email marketing and social media to marketing and promote your site
- How to measure your success with traffic reports

This quality Business Success Seminar is brought to you by the Oxford Hills Chamber of Commerce. The Oxford Hills Chamber of Commerce provides monthly seminars to better help our members succeed. To find out more about the Oxford Hills Chamber of Commerce, visit our website at www.OxfordHillsMaine.com.



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Rich Brooks is founder and president of flyte new media, a Web design and Internet marketing firm in Portland, ME. He writes a monthly email newsletter, flyte log, and blogs regularly at flyte blog: web marketing strategies for small business and at MaineToday.com on Web marketing topics such as search engine optimization, email marketing, business blogs and building Web sites that sell. He teaches a Web marketing course for entrepreneurs at the University of Southern Maine's Center for Continuing Education. He is also the "tech guru" on WCSH Channel 6's evening news show, 207, and has been interviewed by the Channel 6 news team for technology reports. Follow Rich Brooks on Twitter Friend Rich Brooks on Facebook Get LinkedIn with Rich Brooks