

# “Shake & Bake”

## Attracting and Retaining Customers Online



Join us on **Wednesday, November 17** at the **Hampton Inn**, as Paul J. Gibler, “the Web Chef”, founder of ConnectingDots (a consulting firm assisting clients with strategic consulting to attract and retain customers using a hybrid marketing strategy with all available channels and media), presents an all day seminar, including an informative lunch, designed to help attendees develop a strategic road map for an effective e-marketing strategy to attract, convert, retain, and relate to customers.

During this seminar we'll take a holistic view to an effective e-marketing strategy from development and alignment with your overall business strategy; to creating a customer driven site; to attracting, engaging and relating to customers and finally measuring how well you're doing.

The workshop will cover the following main topics

- \* eMarketing Strategy—Alignment with your Business Strategy
- \* Customer Driven Site Development—Tips and Techniques for Effective Site Design
- \* Retaining Customers—the 7 C's
- \* Attracting Customers—Advertising, Search Engine Marketing, eMail Permission Marketing, Viral Marketing

This is one seminar you can't afford to miss! Register today!

### SEMINAR SCHEDULE

TIME	OBJECTIVE
8:00–8:15AM	Registration
8:15–9:15	Strategic Overview & Site Development <i>Bake—Make the Customer Connection</i>
9:15–11:00AM	Retaining Customers <i>Bake—Building Online Customer Relationships</i>
11:00–11:45AM	Attracting Customers <i>Shake—Multi-channel Strategies to Build Traffic</i>
11:45AM–1:15PM	Lunch <i>Deliver—eMail Permission Marketing, Spyder Food – Search Engine Marketing or Brand Grate or Great!</i>
1:15–3:30PM	Attracting Customers <i>Shake—Multi-Channel Strategies to Build Traffic</i>



### WHO SHOULD ATTEND?

This seminar is designed for a range of individuals interested in learning how to define and optimize their eMarketing strategies to develop effective Internet sites, attract, engage and enhance customer relationships. The seminar will be of interest to eBusiness, marketing, IT and communications professionals at various levels of their organizations. In other words.....**YOU!**

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**SIGN UP NOW, SEATS ARE LIMITED AND GOING FAST!**


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**"Shake & Bake" Seminars**

Attracting and Retaining  
Customers Online

**Wednesday, Nov. 17, 2004**



YOU DON'T WANT TO MISS THESE  
SEMINARS! SEATS ARE LIMITED,  
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