

new for 2010 !

Doing More With Less: An Internet Marketing Workshop for Small Businesses

Are you a small business owner who doesn't have the first clue about Internet marketing? Or maybe you've set up a Facebook page for your business and don't what to do next? eCape, Inc. is pleased to offer Doing More With Less You'll learn how to set up and maintain your business web presence by spending the least amount of time possible, using free Web 2.0 marketing channels.

This is an interactive workshop for beginners, tailored to meet the needs of small businesses and non-profits with limited time and resources. You'll leave with an intermediate level of knowledge about Internet marketing, plus your blueprint for web success, a strategic plan which we'll help you develop during this workshop.

Doing More With Less is presented and facilitated by Julie Brooks, CEO of eCape, Inc., a South Dennis-based website design and marketing company which has helped hundreds of local businesses like yours succeed on the Internet.

Coffee, tea, and local bakery goodies included!
Limit: 8 participants per workshop

RESERVATIONS are required, seating limited.
email julie@ecape.com

What You'll Learn: Cash and time-strapped businesses can't afford to waste either on Internet marketing efforts that don't pay off. This workshop will help you choose which types of Internet marketing work best for your business, how often to update and monitor these marketing channels, and map out a time strategy.

- * What is Web 2.0 ?
- * The 6 types of Internet marketing and how they work (social media, email, paid search, organic search, local search, banner ads/paid listings)
- * Examples of local businesses using each of these types effectively
- * Do you really need to use all 6 types? (probably not)
- * How much time does it take to implement and maintain an Internet marketing program
- * A search engine optimization "cheat sheet" (10 best practices)
- * How to do your Internet marketing in the least amount of time possible.

(cont'd)

***Friday,
January 8th, 2010
9 - 11:30 am***

***price: \$50
(1/2 price for eCape
customers)
Space is limited.
Reserve your spot by
emailing
julie@ecape.com***



**eCape, Inc. Expert Website Design & Marketing .
The One-Stop Shop for All Your Internet Marketing Needs
Website Design, Online Advertising, and Internet Marketing
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900 Route 134, South Dennis, MA 02660**

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What You'll Do: Prior to attending the workshop, you'll need to complete a brief questionnaire about your current business web presence. Based on this, we'll help you map out a strategic plan for what to do and how much time it will take to cover all the bases for your web presence. Julie will give each business a personalized evaluation and recommendations based on its questionnaire.

After You Leave: You'll have access to the entire Power Point presentation, including links to resources & articles, via a password-protected section of eCape's website, plus a subscription to eCape's email and print newsletter and Julie's blog, Frugal Internet Marketing.

SCHEDULE

We will begin promptly at 9:00 am

09:00 to 10:00: Overview of 6 types of Internet marketing. Easy-to-understand explanations with real-world examples of local businesses like yours using these marketing channels

10:00 to 10:15: Questions

10:15 to 10:30: Cell phone break

10:30 to 11:00: Recommendations for each attendee

11:00 to 11:30: Marketing plan development, coached by facilitator

About Julie Brooks:

This workshop is presented and facilitated by Julie Brooks, CEO of eCape, Inc., a South Dennis-based website design and marketing company founded in 1996. eCape has developed over 300 websites for Cape Cod businesses and is also the operator of several high-traffic portal sites, including CapeCodToday.com, CapeCodTravel.com, and CapeCodKidz.com.

One of the Cape's most prominent thought leaders in Internet marketing, Julie is a founding member of the Cape Cod Internet Council, has taught several classes at Geek Girl Camp, and maintains a blog called Frugal Internet Marketing. She recently attended the Inbound Marketing Summit at Gillette Stadium.

*Julie's LinkedIn profile <http://www.linkedin.com/in/juliebrooks>

*Follow eCape on Twitter <http://twitter.com/ecapeinc>

*Fan CapeCodToday.com on Facebook. <http://www.facebook.com/pages/CapeCodTodaycom/116827468976>



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