

## Internet Marketing Strategy Workshop

The Internet Marketing Strategy Workshop will empower business leaders, marketing professionals, and internal site developers to take charge of their website and make it a truly effective marketing tool. This workshop will provide an understanding of the fundamentals AND a step-by-step approach to making immediate strategic improvements to the site.

### What Are the Benefits of the Internet Marketing Strategy Workshop?

Participants will learn

- best practices of website development/management,
- search engine optimization strategies that they can apply immediately,
- what social media marketing tools manufacturers are applying with success,
- how to gauge success with industry standard web analytics tools, and
- why these four elements combine to create a successful Internet marketing strategy.

Participants will create

- a personalized roadmap for developing or redeveloping their site into the modern marketing tool it has to be.

*“Most seminars on the subject of Internet marketing and SEO speak in very vague, general terms. The information presented at the CIRAS workshop was specific and targeted enough to actually be useful. The one-on-one time at the end was also very beneficial and much appreciated.”*  
—Nicole Poock, Sukup Manufacturing

### About the Speaker

**Neal Rabogliatti** is the senior e-strategy consultant for Catalyst Connection in Pittsburgh, Pennsylvania. Rabogliatti has over 12 years of Internet development and marketing experience, specializing in developing strategies for search engine optimization and conversion in the business-to-business and manufacturing sectors. Some of his clients include PPG, Erie Insurance, and the University of Arkansas. Rabogliatti lectures nationally on search engine optimization and is a member of the Search Engine Marketing Professional Organization.

Date	Time	Location
<b>Tuesday, February 21, 2012</b>	Registration begins at 7:30 a.m. Workshop concludes at 5:00 p.m.	<b>Sheldon</b> —Holiday Inn Express 201 34th Avenue, Sheldon, Iowa
<b>Wednesday, February 22, 2012</b>	Registration begins at 7:30 a.m. Workshop concludes at 5:00 p.m.	<b>Algona</b> —Water’s Edge Nature Center 1010 250th Street, Algona, Iowa
<b>Thursday, February 23, 2012</b>	Registration begins at 7:30 a.m. Workshop concludes at 5:00 p.m.	<b>Ames</b> —Country Inn and Suites 2605 S.E. 16th Street, Ames, Iowa
<b>Friday, February 24, 2012</b>	Registration begins at 7:30 a.m. Workshop concludes at 5:00 p.m.	<b>Cedar Falls</b> —Park Place Event Center 1521 Technology Parkway, Cedar Falls, Iowa

**COST:** \$95 per workshop participant. Up to eight hours of follow-up CIRAS growth coaching will be provided at no fee on an as-requested basis for each participating company.

**TO REGISTER:** <http://www.ucs.iastate.edu/mnet/strategy/home.html>

**Seating is limited to 40 registrants.**

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