

Proven System to Attract More Traffic and Sales



Click Power: Drive More Traffic, Leads and Sales with Online Marketing

Seminar Description:

Does your website generate leads that convert into sales? In this seminar, you will learn how to create a comprehensive online marketing strategy. Learn what online marketing tactics drive the most targeted, qualified traffic. How to rank on page one of Google search and how to capture more leads from your website visitors. Learn how much to budget for paid search marketing and where social media belongs in your marketing mix. Based on the material in Meredith's popular book, Click Power, this keynote/workshop will teach you the essential building blocks of an effective Internet marketing campaign.

Topics Covered: Website Design, Marketing Strategy, Search Engine Marketing, Social Media Marketing, Blogging, Lead Conversion/Management and Email Marketing.

Typical Audience: Business Owners, Marketing Professionals, Conference Keynote/Breakout Sessions and Association Programs.

Program Length: The program can be customized from a 60 to 90 minute keynote to a half-day to full day workshop or conference breakout session.

Customization: This program is frequently customized to a specific industry including home building, general real estate, association, auto dealership and/or non-profit.



Meredith Oliver, MIRM, MCSP
Creating WOW Communications

Meredith Oliver is an experienced, dynamic professional speaker you can trust to WOW your audience. She has been speaking professionally for fifteen years and is a member of the National Speakers Association. Meredith is the author of two books, Click Power and The Fan Factor. She is the founder and president of Creating WOW; a digital marketing company located in Raleigh, NC.



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