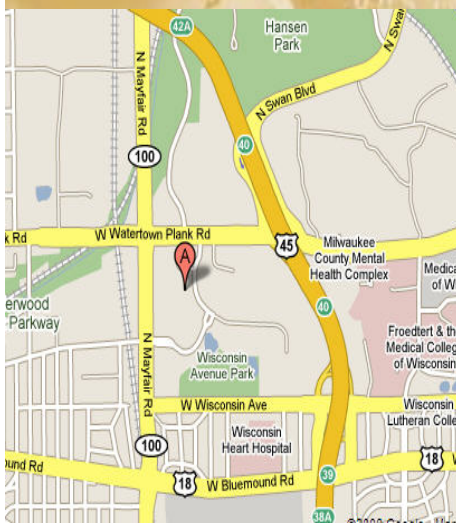


**SCORE SE Wisconsin
Presents a Business Workshop**

**Internet Marketing 201
Using The Internet To Successfully
Market Your Business**

Coming on:
Saturday,
June 20, 2009
9:00am - Noon
at the
Milwaukee County
Research Park
Room 121
10437 Innovation Dr.
Wauwatosa, WI 53226

Fee: \$35 per person
\$20 for 2nd. person



To Register:

- Visit our Web Site:
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- Call: 414-297-3942

Mail Check To:
SCORE
310 W. Wisconsin Ave
Suite 425
Milwaukee, WI 53203

Fee: \$35 per person
\$20 for 2nd. Person

In Internet 101 you learned about creating effective websites. In this workshop, we will move beyond websites and focus on other internet-related activities that can drive business growth. Topics include Search Engine Optimization (SEO), Search Engine Marketing (SEM), Sales Force Automation (SFA), E-mail Marketing and Web-to-Print / Digital Printing Technologies.

Presenters

Patrick Smith and Grant Thekan are both associates of Bader Rutter & Associates, a Brookfield-based marketing services agency.

Patrick is currently Director of Relationship Marketing where he leads an agency team responsible for planning and executing direct and database marketing programs. He recently oversaw the technology platform and day-to-day marketing communication operations for the Honda dealer network across North America.

Grant is a Digital Strategist responsible for planning and executing the agency's digital marketing programs. He recently created the online information architecture for an animal health company and managed development of a social media online community for an agricultural sciences client. He also specializes in transactional variable data publishing Web sites and web-to-print solutions.

Contact SCORE to find out about free and confidential counseling and mentoring.

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HIGHLIGHTS
You'll Learn to:

- Effectively evaluate online tools that fit your specific situation
- Maximize traffic to the website you have just invested in
- Increase the reach and frequency of your messages by using online tools and following best practices
- Create professional-looking printed literature that is cost effective.
- Increase the effectiveness of your sales efforts with tools that help you automate and track your sales functions.

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