

Healthy Marketing = Wealthy Organizations

FOR IMMEDIATE RELEASE

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Lorrie Thomas, Web Marketing Expert, Offers Free Proven Strategies on Healthy Web Marketing for Students, Entrepreneurs and Small Businesses in Santa Barbara, California*Learn the New Rules of Marketing and PR and Gain a Competitive Edge on
October 9th 4-6pm at Santa Barbara City College's Fe Bland Forum*

SANTA BARBARA, CA— Over 75% of the US population is online, 90% use e-mail and almost 90% using search engines to find products, services or information. Don't get left behind! Instead, get biz-dazzled by Lorrie Thomas, nationally recognized web-marketing expert and marketing therapist. On October 9, 2009 from 4- 6p.m., Santa Barbara City College's Scheinfeld Center hosts Lorrie Thomas, who will present at the Fe Bland Forum to share the latest in web marketing principles, while also teaching practices to keep up with emerging online communication trends (blogs, social media and wikis).

Whether you are a student, just starting out, or already have a full-fledged small business, Lorrie will teach you how prospective customers can find you on search engines, how to use the web as a powerful marketing tool and how to integrate web marketing into your overall marketing efforts. Want to drive your bottom line and turn your web site into a web solution? In this two-hour presentation, you will learn the marketing "musts" for success and how to position yourself as a leader in this social media revolution.

With the internet constantly changing, it is essential for students, professionals and small businesses to know the new rules and tools for marketing for successful entrepreneurship. "There's a critical need for all of us in business to not only understand the importance and effectiveness of virtual marketing, but to know how to implement these new tools, and Lorrie does this better than anyone. Her hands-on, interactive approach will help deliver interested people right to your company's virtual doorstep," says Melissa Crawford, Director of SBCC's Scheinfeld Center. "Lorrie bridges the art and science of the web with such entertainment and style you will be begging for more!"

Need more web marketing therapy? In addition to Lorrie's presentation on October 9, 2009 from 4-6pm, Lorrie will host four FREE breakout sessions to share critical, hands-on skills needed to implement sound web-marketing plans.

Workshops #1 and #2, Friday October 30, 4-6p.m.:

#1 Sustainable Web Strategies

#2 How to Tweet, Blog & Facebook

Workshops #3 and #4, Friday, November 6, 4-6p.m.:

#3 What is SEO and Where can I get some?

#4 Make Web Stats Work for You

RSVP's are required for Thomas' presentation and workshops. Space is limited. To register for each event, please go to http://scheinfeld.sbcc.edu/events_announcements.html.

Lorrie Thomas is a marketing educator, writer, strategist, web-marketing expert and speaker. She is the founder of Web Marketing Therapy and teaches Web Marketing Applications, Social Media Marketing and Search Engine Marketing Applications classes at UCSB Extension and UC Berkeley Extension. She also teaches Online and Mobile Marketing at Santa Barbara City College and Sales Tools and Strategies at the University of Phoenix. She speaks nationally on a number of marketing-related topics and caters her presentations to the business, niche, skill sets and professional concerns of her attendees. She writes for several online publications including <http://www.wilsonweb.com/>. She is interviewed regularly by the eCommerce Times, DM News, Entrepreneur and Tech News World and quoted frequently as a nationally recognized marketing expert <http://www.webmarketingtherapy.com/news/>.

Web Marketing Therapy is an organization dedicated to educating and empowering businesses and individuals to restore their marketing health to achieve maximum wealth from the web. For agency services, online classes, training and a healthy dose of marketing empowerment, inspiration, and resources, visit <http://www.webmarketingtherapy.com/>.

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