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NEWS



## **New Video Gives Online Marketing Insight**

*Online marketing video interview by web marketing expert, Lorrie Thomas Ross on the subscription-based online video tutorial website - lynda.com*

SANTA BARBARA, CA – Online marketing builds relationships and educates customers of products and services to generate sales. While nearly every business or organization has an online presence starting with their website, looking objectively at a total marketing picture requires strategic thinking and planning. Online marketing expert and author, Lorrie Thomas Ross shares her expertise with the launch of the newly released [Insights from an Online Marketer](#) video interview on [lynda.com](http://lynda.com).

Insights from an Online Marketer, released November 5, 2012, is an easy-to-follow video interview led by Jeff Layton of lynda.com studios that addresses online marketing topics ranging from overall marketing concept to specifics such as [building a brand](#) and working with a small budget. Thomas Ross leverages her years of experience in online marketing and as “[The Marketing Therapist](#)®” to answer questions about the importance of online marketing and offer tips and advice to businesses and organizations so they get the most from their online marketing efforts.

[Lorrie Thomas Ross](#), CEO of the full-service online marketing agency, [Web Marketing Therapy](#)® is also known as The Marketing Therapist® for dispensing expert “healthy marketing advice.” She is frequently quoted in the media for her advice on topics such as search engine marketing and branding and development to social media marketing and web marketing strategy. Lorrie is a nationally recognized public speaker who conducts customized web marketing workshops for both small and large businesses. Thomas Ross is the author of the “[36-Hour Course: Online Marketing](#)” (published by McGraw-Hill), a must-have online marketing guide that provides smart steps to managing overall online marketing strategy.

“I liked the idea of creating a video that could use my online marketing experience to help viewers not only evaluate their current online marketing efforts but also gave them tips on how to improve them” says Thomas Ross. “Online marketing is an umbrella term that encompasses everything from website to social media marketing, to affiliate marketing, e-mail marketing and blogs. It’s important to recognize how we use these tools to build relationships, build awareness, to educate and connect with our customers. We do that through communications and understanding.”

The [Insights from an Online Marketer](#) video leverages Thomas Ross' years of experience in online marketing to answer questions about the importance of online marketing and offers tips and advice to businesses and organizations so they get the most out of their online marketing efforts. This thirty five minute interview is part of the Insights video series featured exclusively on [lynda.com](#)

Lorrie Thomas Ross imparts online marketing strategies that range from the importance making a personal connection and storytelling to understanding the importance of social media and achieving success through blogging. Thomas Ross also extends her advice and expertise to those considering a career in online marketing. She believes Insights from an Online Marketer is a resource that people will use to examine their overall marketing message with a more focused discerning approach. The Insights from an Online Marketer video interview by [lynda.com](#) officially launched Wednesday, November 5, 2012 and is available at [lynda.com](#). Thomas Ross also teaches an [Online Marketing Fundamentals](#) course, Brand Building Basics course and a Google+ for Business course in the [lynda.com](#) online training library.

**About Lorrie Thomas Ross:**

Lorrie Thomas Ross, M.A., The Marketing Therapist® & Wild Web Woman®, is a marketing strategist, educator, writer, web marketing expert, and speaker. Thomas Ross is the CEO of Web Marketing Therapy, a marketing agency and online marketing education company. She is the author of the "McGraw-Hill 36-Hour Course to Online Marketing" available on Amazon.com. As a she-geek with super relationship savvy, Lorrie's craft brings the heart of marketing into organizations that are "in it to win it". She speaks nationally on a number of marketing-related topics and writes for several online publications. She has been featured in the media as a web marketing expert in publications including INC Magazine, Wall Street Journal, Forbes, SUCCESS Magazine, the Associated Press, e-Commerce Times, Entrepreneur, DM News and Tech News World. For more information, please visit: [lorriethomas.com](#) and [webmarketingtherapy.com](#).