

SO YOUR BUSINESS HAS A WEBSITE, BUT NOW WHAT?



## **HOW TO MEASURE AND MONETIZE INTERNET MARKETING.**

For years, Small Business owners have inundated by suggestions and recommendations on how to approach Internet marketing activities. Then they are often let down after embracing the "next big thing," only to have spent countless hours and dollars on building a website, setting up social media and going mobile... only to not be able to have any measurable Return on Investment. What is your return on investment for all the time and money allocated to these tools?

In this workshop, we will be sharing with you very tangible ideas on leveraging the investment you have already made, or about to make with Internet Marketing. We will show you how to assess your strengths and weaknesses, and put some very tangible plans in place to address the shortcomings and exploit your strengths. We will share with you insider tips and tricks and show you the tools the pros use to do this.

### **Speaker BIO:**

Jeff Bridges is the owner of Webutation, an Internet Marketing Company in Historic Roswell, GA. Jeff has worked in Information technology for 19 years. He built IBM's first website for "tech support" in 1996, and went on to manage their Global Web Infrastructure that supported millions of users per day and billion of dollars per year. Tiring of International travel and "middle of the night" conference calls, Jeff left IBM in 2007 and has been helping small companies market themselves on the Internet since.

Jeff lives in Roswell with his Wife, Laura Ashley and two young children, Charlie and Ellen. He is a member of the Roswell Presbyterian Church, the Roswell Rotary Club, and the RBA, and is a board member with The Star House Foundation charity.