

Drive-Thru: Online Marketing Essentials Seminar, this Thursday, Feb. 26th
Letting A Client Go Gracefully
Improving Performance Improvement- Loop Case Study

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eMarketing Insights

Loop's Monthly Guide Summarizing Everything An Internet Marketer Should Know About Online Communications Development And Solutions.

Drive-Thru: Online Marketing Essentials Seminar, this Thursday, Feb. 26th

Online Marketing Essentials Seminar . February 26th, 2009

Drive-Thru: Online Marketing Essentials Seminar

A meeting designed as a "get in, get out" mini-seminar on what every online marketing and communications manager should know.

We will talk about the tools and tactics currently in use, and their performance for online marketing and communications.

Topic:

- Search Engine Optimizations:** What are the 3 things you should do to make sure your website is found by search engines. The top 5 200 myths and how to avoid them.
- Mobile Marketing:** The do's and don'ts of mobile. How to use and integrate the mobile channel. How to design a successful (SMS) text campaign.
- Video:** How to best use video? What does it cost to produce? What kind of results tracking can I expect?
- Social Marketing:** What are the benefits to the brand? How to get started? How to monitor your reputation? What to do right and what to avoid?

How many 2009 clients:

- How would you rate the seminar on a scale of 1-5 (2 being excellent)? **Excellent: 24%**
- Would you recommend this seminar to a friend? **Yes: 93%**
- Did the presenters make the information easy to understand? **Yes: 93%**

In conjunction with the Association for Women in Communications, Loop will be delivering a special presentation of "Drive-Thru: Online Marketing Essentials Seminar".

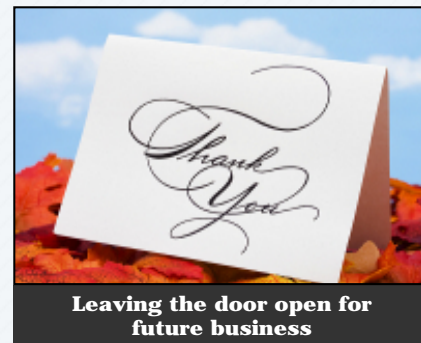
A meeting designed as a "get in, get out" mini-seminar on what every marketer and communications manager should know. We will talk about the tools and tactics currently in use, and their performance for online marketing and communications. [More▶](#)

Speaker: Marcos Menendez, President Loop Consulting Group
Date: Thursday, February 26th, 2009
Where: Casa Salvatore, 801 Brickell Bay Drive, Miami, FL 33131 - 6:00pm to 8:00pm, followed by a complimentary buffet and 2x1 cocktail drinks
Register: At AWC's website [here...](#)

Letting A Client Go Gracefully

A good friend just purchased a foreclosed home and had to deal with the emotional bearings of negotiating exit terms with a family being told by the bank to move by a specific date and time, whether they had a place to go or not. It was a family with a 2-year old boy and the first house they had ever owned.

What I found compelling about this event is that the sellers (the family, not the bank) took it upon themselves not only... [More▶](#)



Improving Performance Improvement- Loop Case Study



When DEIVIN wanted to drive change and increase performance for themselves they turned to Loop Consulting Group for the development of an integrated online marketing plan centered on the redesign and launch of their new website. [More ▶](#)

Client's Website: www.deivin.com



As always, we are here to help. If you are interested in enhancing your online marketing communications efforts, contact us.

Marcos J. Menendez

President

Loop Consulting Group, LLC

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Loop Consulting Group is an online marketing firm that is dedicated to helping our clients reach their online communications and sales goals. We specialize in **Integrated Online Marketing Communications (IOMC)**. IOMC focuses all online marketing and advertising channels into a single digital voice, with the objective of communicating a consistent message to the customer across all channels.

Solutions

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