



## Online Marketing Essentials Breakfast . September 18th, 2008


### Drive-Thru: Online Marketing Essentials Breakfast

A breakfast 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.

[Video Drive-Thru 2007](#)

#### Topics:

-  **Search Engine Optimization:** What are the 3 things you should do to make sure your website is found by search engines. The top 5 SEO myths and how to avoid them.

#### Drive-Thru 2007 Results

**1. How would you rate the seminar on a scale of 1-5 (5 being excellent)?**


Excellent: **62%**


**2. Would you recommend this seminar to a friend?**


Yes: **100%**

**3. Did you like the meeting room?**

Yes: **100%**

-  **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?



**The promise:** In a little over an hour, you will get an overall understating of which online marketing tools are delivering good results. It will be quick, fun, and informative, and will provide you with actionable ideas you can implement yourself.

- Speaker:** Marcos Menendez, President Loop Consulting Group
- Date:** Thursday, September 18th, 2008
- Where:** Amadeus Salon, Ritz Carlton Hotel- Coconut Grove- [Map](#)
- Time:** 8:30 am Breakfast; 9:00am to 11:00am
- Cost:** Complimentary RSVP A Must: Cinthya M. Longarte, [clongarte@loopconsulting.com](mailto:clongarte@loopconsulting.com) or 305.271.9915



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