

# TAKING VIRTUAL TO THE BANK

maximizing profits with effective internet marketing

The advertising landscape has changed drastically. Just having a website is no longer good enough. To compete in today's market, every business must have a strategic and comprehensive Internet marketing strategy.



You are invited to an exclusive event at the Delta Lake Inn. Join us for a free workshop, conducted by Orhan Mc Millan, managing partner of dezinsINTERACTIVE, an award-winning web development and advertising agency from Baton Rouge, Louisiana. dezinsINTERACTIVE has managed the corporate brand and Internet presence for Delta Lake Inn since its inception.

By the time this workshop has ended, all participants will leave with a much clearer understanding of Internet marketing as well as a concrete plan they can implement immediately.

## Topics to be covered include:

Website Development 2011 – What has changed?

Social Media – Who Needs It?

E-Marketing – What to do and how often?

Google – Still in the lead?

Going Mobile – What's the big deal?

**Tuesday, April 26th**

**The Ball Room at Delta Lake Inn**

8:15 am – 9:00 am Registration and Networking with Coffee and Pastries

9:00 am - 12:00 pm Workshop

12:00 pm – 2:00 pm Lunch Buffet and Informal Question and Answer

(\$15.00 per person for lunch)

**Seating is limited and pre-registration is required: [www.deltalakeinn.com/seminar](http://www.deltalakeinn.com/seminar)**



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