



# Make the Most of Your Marketing Time and Dollars Program Brief

## WEBINAR (Part 2 of a 3 part series)

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Every day is a fight to increase market share and revenues for print service providers. An inefficient, ineffective marketing plan could be giving your competitors a huge advantage. Join industry expert Tawnya Starr for an online seminar to discuss what components your marketing plan and website need in order to maximize your success.

### WHAT YOU WILL LEARN:

- Learn whether social media (Facebook, Twitter, LinkedIn, blogging) is right for your business
- Understand the essential and often overlooked role your website plays in your day-to-day business operations
- Discover when to use traditional marketing and when to rely on search engines

### SPEAKER:

**Twanya Starr**, President, PrinterPresence, first learned about the power of the web when she experienced phenomenal sales growth after launching a website for her printing company. In 2000, she joined PrinterPresence and has dedicated her career to educating the printing industry on all matters related to the web and web-to-print applications. Starr is a published columnist and author, and in 2005 received the prestigious Industry Award of Distinction from PrintImage International.

### WHEN:

Tuesday, October 12, 2010 | 12–1:00pm  
*Prior to the webinar date, participants will receive an email containing an Internet link and conference call information.*

**WHERE:** Your desk

**COST:** Members \$49 | Non Members \$99

## REGISTRATION FORM

Send registrations to Sandra Nicholson by fax to 770.433.3062  
Questions? Call PIAG at (770) 433-3050

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No shows will be billed. Substitutes welcome.