

## **Small Business Technology of Chicago Meeting - October 30, 2012**

**Subject:** Internet Marketing Strategy for Small Business, Professionals and Nonprofits

**Speaker:** Joe Vangsness

**When:** Tuesday October 30, 2012 6:30pm - 8:00pm

**Where:** TechNexus  
200 S Wacker Dr 15th Floor  
Chicago, IL

**NOTE:** **RSVP is required for this meeting. Our meeting is in a building with security and I will need to supply them with your first and last name for entry. You must RSVP by Monday, October 29 at 5:00pm.**

### **Presentation - Internet Marketing Strategy for Small Business, Professionals and Nonprofits**

Many small businesses don't get the results they expect from their websites. Some don't get any results. This presentation will demonstrate how poor performance can be overcome by using an internet marketing strategy that is typically used by larger companies.

The presentation will include:

- Reasons why websites don't get the desired results
- How to set useful business goals and objectives
- How to determine target market profiles or personas
- How to develop a four step internet marketing strategy
- How to measure the results using web statistics
- The need to adjust strategies as the market or technology changes
- Some examples of internet marketing strategies
- The role of social media marketing
- The importance of considering the trend to using smart phones and tablets
- Ways to learn about internet marketing

### **About Joe Vangsness**

Joe Vangsness is an information technology consultant in Chicago working with small to medium sized businesses, nonprofits and professionals. He offers information technology strategy, internet marketing strategy, web design/development and training. He is the organizer of Small Business Technology of Chicago and the co-organizer of Chicago Self-Publishing.

### **About Small Business Technology of Chicago**

Small Business Technology of Chicago is a group that meets about 8 times per year and is dedicated to helping small businesses, professionals, and nonprofits learn about information technology and internet marketing.

Our presentations include information technology, internet marketing, web design and development, social media marketing, cloud computing, and open source software.

We usually meet in downtown or on the north side. Let me know if you have a topic you are interested in or if you know someone who could give us a presentation.

Joe Vangsness  
reg@vangsness.com.