

Business Online Marketing / SEO Digest

News for 2008-08-10



PRWeb® has offered free online press release distribution services since August 1997. Since then PRWeb® has gradually made the transition to a fully integrated press release newswire service. We are the largest Newswire catering to small and medium sized companies and organizations and one of the largest online press release newswires.

Our editors review thousands of press releases each week for distribution through the PRWeb® Newswire services.

As innovators and the acknowledged leader in online press release distribution since 1997, PRWeb has provided a simple, easy to use platform to ensure you get your message to the media and the masses. PRWeb has changed the way businesses, marketing departments and public relations firms think about press releases. Once a tool used exclusively for communicating with the media, PRWeb was the first company to develop a distribution strategy around direct-to-consumer communication.

A partial list of industry innovations include:

- * First free online press release distribution engine*
- * First in search engine optimized (SEO) press release formatting*
- * First in direct-to-consumer distribution of press release content*
- * Fully-integrated press content (press release and attachments) in a search-engine friendly format*
- * First free, search-engine optimized photowire*
- * First to provide RSS-enabled press releases for easy syndication*
- * Only press release distribution engine to provide TrackBacks for social commentary from blogs & websites*
- * First with news and search engine friendly embedded links*
- * Strategic partnerships with online partners who position your press release content at the forefront of the markets you aim to penetrate*
- * Exclusive "Fair Commerce" contribution system provides worldwide distribution of your PR for a fraction of the traditional costs*
- * Developed from the ground up as the most search engine optimized press release and content distribution platform in the world*

Take PRWeb® for a Test-Drive Today.

All press release newswires talk a good game - but we'd like to prove to you how effective PRWeb® will be to your online visibility goals. Whether you're a Fortune 500 firm or a single person startup, PRWeb will provide you the platform, tools, instruction and personal support to start, build and manage your PR Campaign. Please email or give us a call and one of our friendly editors will help you get started. Whether you want to dominate your market or just make a little noise, PRWeb is here to help you thrive in the marketplace, and with the media. If you are a public relations firm new to PRWeb, we have a special program for you. Please call Joe Beaulaurier (360-312-0892 ext. 222) to learn if you qualify for a risk-free introduction to the PRWeb platform.

New Conference Reveals Phone Pitches That Turn Editors' Heads and Earn Headlines

Top journalists and PR experts share secrets of powerful phone pitching and follow-up calls -- audio conference, Wednesday, August 20th, 2008.

(PRWEB) August 10, 2008 -- PR and marketing professionals who want to improve their media placement skills and learn top phone pitching faux pas PR people make when calling the press will discover practical strategies at a new audio conference from Bulldog Reporter's PR University: "Ten Seconds to Succeed or Die: Phone Pitches That Turn Editors' Heads and Earn Headlines." Attendees will come away with the magic words journalists want to hear the moment they answer the phone, as well as a step-by-step process for dramatically increasing their media coverage.

This exclusive, dial in [PR University audio conference](#) takes place on Wednesday, August 20th, at 1PM EDT (noon, CDT, 11AM MDT; 10AM PDT). Its' panel includes some of the nation's leading journalists and PR experts:

- Christopher Elliott, Host, "What You Get for the Money: Vacations," Fine Living network; Ombudsman, National Geographic Traveler; Columnist, MSNBC.com; Contributor, Kiplinger.com, MarketWatch.com, MSN, The New York Times, USAToday.com
- Harry Medved, Director, Public Relations, Fandango
- Dan Reed, Business/Travel Reporter, USA Today (circ. 2,284,219)
- David Satterfield, Managing Editor, San Jose Mercury News (circ. 234,772)
- Gary North, Senior Copy Editor, Variety (circ. 32,571)

This 90-minute interactive call will give public relations professionals actionable insights, tips and skills on the key elements of a stellar phone pitch, how to best rehearse a pitch and how to avoid "voice mail jail." PR pros will also have the opportunity to hear others pitch, receive expert criticism and put their own pitches to the test. Here are some of the practical and immediately applicable techniques attendees will cover in this audio conference:

- What motivates editors and their staff--and how to use this knowledge for more successful phone pitches
- The psychology of successful phone pitches--what every PR person must know about the story sales process to compel coverage over the phone
- What grabs a journalist in the first five seconds of a pitch -- and how you should take advantage of it
- The best times to call reporters -- and the time periods to avoid at all costs
- Editorial Hot Buttons: News pegs, future trends, divisive issues, dramatic hooks and other sure-fire ways to supercharge your pitch
- How to craft a compelling verbal pitch -- and deliver it without sounding scripted

Attendance at Bulldog Reporter's PR University audio conference costs \$299 per telephone site. Participants in the 90-minute call will be able to pose specific questions for the panelists at several junctures during the discussion. Attendees of PRU University conferences receive one credit toward PRSA accreditation maintenance. Registration also includes an up-to-the-minute conference manual and a full transcript. For more information on taking part in the event, go to our [conference home page](#) or phone toll free: 1-800-959-1059.

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Contact Information**Brian Pittman**

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).

New Conference Reveals Best Practices for Winning Ink in Top Business Outlets

Top editors share inside tips on how to score coverage in BusinessWeek, Fast Company, Investor's Business Daily and Harvard Business Review -- audio conference, Thursday, August 21st, 2008

Oakland, CA (PRWEB) August 10, 2008 -- PR and marketing professionals who want to learn what it takes to break into leading business media firsthand will discover practical media placement strategies at a new audio conference from Bulldog Reporter's PR University. Attendees will come away with proven techniques for improving their story pitches to top business editors and journalists. . . and dramatically boosting coverage, starting immediately.

This exclusive, dial in [PR University audio conference](#) takes place on Thursday, August 21st, at 1PM EDT (noon, CDT, 11AM MDT; 10AM PDT). Its' panel includes four leading editors and journalists from some of the nation's most renowned (and respected) business publications:

- Diane Brady, Senior Writer, BusinessWeek (circ. 933,566)
- Danielle Sacks, Staff Writer, Fast Company (circ. 731,991)
- Peter Benesh, Reporter, Investor's Business Daily (circ. 310,623)
- Julia Kirby, Senior Editor, Harvard Business Review (circ. 249,100)

This 90-minute interactive call will give public relations professionals actionable insights, tips and skills on how to score profiles, features and mentions in the nation's most influential business outlets. It will also address which trends, hooks and types of companies and executives are getting the attention of top business editors. Here are some of the practical and immediately applicable techniques attendees will cover in this audio conference:

- Web Trends: How 24/7 online coverage and social media are changing what and how the media reports--plus how PR can use this insight to break into leading business outlets
- Targeting essentials: How each of these business desks views its audience and mission--and how to use this exclusive insight to pitch more effectively
- Editorial hot buttons--the business trends, facts and angles you should pitch now
- Proven ways to break through the clutter: How to structure press materials for optimal impact, readability and pickup
- Best targets: Columns, profiles and even new Web features--the business page opportunities most receptive to PR input
- Pitching faux pas to avoid: The words and phrases you must banish from your pitching repertoire immediately

Attendance at Bulldog Reporter's PR University audio conference costs \$299 per telephone site. Participants in the 90-minute call will be able to pose specific questions for the panelists at several junctures during the discussion. Attendees of PRU University conferences receive one credit toward PRSA accreditation maintenance. Registration also includes an up-to-the-minute conference manual and a full transcript. For more information on taking part in the event, go to our [conference home page](#) or phone toll free: 1-800-959-1059.

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New Review Website for Web Hosting Services Web-Hosting-Info.com Launched

Known for websites such as FaxCompare.com, PBXCompare.com and Email-Marketing-Options.com, Zilker Ventures launches its newest comparison and review website for web hosting services, Web-Hosting-Info.com.

Austin, TX (PRWEB) August 6, 2008 - With its latest website, Web-Hosting-Info.com, Zilker Ventures wants people who are searching for a [web hosting service provider](#) to know that they are not alone.

"When we first looked into finding a web hosting service provider we were completely stumped. The sheer number of web hosting service providers and available plans made it hard, even for us, to make a decision about which one to choose. This site was made with the intent of making the whole process a lot easier for you than it was for us."

The message, which is visible on Web-Hosting-Info.com, calls attention to the aim of all Zilker Ventures websites. Like its sister business service review sites, Web-Hosting-Info.com was created with the small business owner in mind. The site was created to inform users about the top, affordable [web hosting](#) plans available.

"Part of what makes our sites so successful is the fact that we aren't afraid to tell people who don't have a clue what they're really getting out of the service," says Zilker Ventures COO Leo Welder. "No, this provider doesn't have a money back guarantee, but they will refund any time for unused months of service--details like that."

Tidbits of service feature information, such as the one mentioned by Welder, comprises only one part of the comprehensive resource that is Web-Hosting-Info.com. Users of the website are able to view a features grid, which allows them to make a side-by-side comparison of different [web hosting service plans](#), and a robust vendor reviews page that breaks down each plan into "Pros," "Cons" and a general conclusion about the service.

Other important parts of the website are the "Market Standard" and "Our Recommendations" sections, which advise consumers on important aspects of web hosting services that help them evaluate a provider and service plan.

"We want people who visit the site to have an enlightening experience, whether they know something about web hosting or not," says Web-Hosting-Info.com co-creator Gaines Kilpatrick. "We try to help people be able to make an informed decision about the web hosting service they choose."

Web-Hosting-Info.com researches and reviews service plans from web hosts, such as Host Gator, GoDaddy, Yahoo and many other web hosting service providers. Zilker Ventures plans to expand their list of reviewed vendors as Web-Hosting-Info.com grows.

For additional information regarding [Web hosting comparison](#) and reviews, visit <http://www.Web-Hosting-Info.com>.

Zilker Ventures, LLC is a web publisher that consolidates information and reviews various business and financial

products..

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You can read the online version of this press release [here](#).

News Image



Texas Memory Systems Capitalizes on Historic Media Attention Using EchoQuote™ Service

Self-service pricing tool converts unprecedented number of Web site visitors into potential customers by answering the toughest B2B question: "How much does it cost?"

Frederick, MD (PRWEB) August 10, 2008 -- EchoQuote's B2B self-service pricing tool has already proven itself to be an extremely economical way to generate B2B sales leads for small and medium-sized companies. Now, the dynamic EchoQuote™ tool is being used by large companies as a lead generation solution to help them launch emerging products and new technologies.

Dale Underwood, president of EchoQuote says, "Companies introducing new products in a fast paced industry need to move quickly to educate potential customers. That education includes not only features and benefits but also budgetary pricing so customers can quickly understand if it is within their organization's budget. Prospects don't want to spend a lot of time researching a new product unless they think they can afford it. EchoQuote gives them that budget information in seconds."

Texas Memory Systems (TMS) is an example of a long established company using EchoQuote to launch a new, innovative product line. TMS recently announced its new RamSan-440, the world's fastest and highest capacity RAM-based solid state disk system. The company knew it was introducing a ground-breaking product and would be flooded with inbound inquiries. To handle pricing questions, TMS turned to EchoQuote, which was being used by several other technology manufacturers to provide self-service budgetary pricing.

EchoQuote has proven itself to be a powerful sales tool when used to help market leading-edge technologies such as solid state disks, according to Neal Ekker, Vice President of Marketing for Texas Memory Systems. "EchoQuote helps us convert a larger percentage of casual Web site visitors into solid sales leads, thanks to its ease and simplicity."

About EchoQuote

EchoQuote, LLC is a Maryland-based software-as-a-service (SAAS) provider that helps its clients generate more qualified B2B leads earlier in the sales cycle. The company empowers vendors and their prospects to create and receive self-service proposals while simultaneously engaging the client's sales team. For more information about EchoQuote™ call 301-560-7127 or visit www.echoquote.com.

About Texas Memory Systems

Texas Memory Systems (<http://www.texmemsys.com>), the market leader in solid state disks, produces the World's Fastest Storage®. Its award winning RamSan line of solid state storage is used to accelerate enterprise applications like OLTP databases, batch processes, and data warehouses. Founded in 1978, the company sells direct to large enterprise and government organizations. Its products are also available through OEM and reseller partners.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image

echo  **quote**[™]

Hometown Dumpster Rental Launches Internet Marketing Service

Hometown Dumpster Rental has launched an internet marketing service for locally owned dumpster rental companies. This new marketing service is designed to increase dumpster rentals from homeowners and contractors using search engines like Google to find dumpster services in their city.

Grand Rapids, MI (PRWEB) August 10, 2008 -- A new service aims to make locally owned roll off dumpster rental services more "findable" on the internet. Hometown Dumpster Rental screens local dumpster rental services across America and accepts one dumpster service per market area as a client. Hometown Dumpster Rental's mission is to connect high quality, locally owned dumpster rental services with the homeowners, contractors, business owners, and builders that are using a search engine like Google to find a local dumpster rental service on the internet.

Hometown Dumpster Rental's roll off clients are given full page advertisements on Hometown's web site, <http://www.hometowndumpsterrental.com> . Clients are also marketed directly with search engines like Google, Yahoo, and MSN.

Like the general population, roll off dumpster rental customers are quickly transitioning from paper phone books to searching on the internet with Google for local dumpster services. In 2007, there were nearly 700,000 internet searches for dumpster rental services nationwide on search engines like Google. And the number of searches is going up every year.

According to Hometown, for any locally owned dumpster rental service to grow its business today, they need to follow their customers. Moving toward search engines with their advertising spend and away from more expensive advertising strategies like the Yellow Pages and Yellowpages.com leads to more new customers at a lower overall marketing spend.

One of Hometown Dumpster Rental's initial clients, Austin Containers, is a roll off dumpster rental service in Detroit. After just a few months, Hometown Dumpster Rental was able to help Austin Containers land several spots on the first page of Google search results for the most common dumpster rental search terms in the Detroit market.

According to Dan Austin, owner of Austin Containers, "Hometown Dumpster Rental has revolutionized our roll off dumpster business. We ask every new customer who calls how they got our name and at least 7 out of 10 are saying 'the internet' or 'Google'. For the first 6 months of 2008, our business is up over 35% from last year. We've also been able to cut costs. We've cut back significantly on the size of our phone book ads and Yellowpages.com. Our total marketing costs are now down about \$1200 a month, but business is still way up."

More information on Hometown's internet marketing services for dumpster rental companies can be found at <http://www.hometowndumpsterrental.com>.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).

3FN Offers New Budget Dedicated Servers with Direct Admin CPanel

3FN Inc., Triple Fiber Network, an international hosting company that provides dedicated hosting, shared hosting and collocation services, today announces the enhancement of its services with new budget dedicated server that goes with direct admin CPanel.

San Jose, CA (PRWEB) August 9, 2008 -- 3FN Inc., Triple Fiber Network, an international hosting company that provides dedicated hosting, shared hosting and collocation services, today announces the enhancement of its services with new budget dedicated server that goes with direct admin cpanel.

Triple Fiber Network is delighted to announce the enhancement of its hosting services, offering new budget dedicated servers. The company offers new dedicated servers with direct admin control panel. New budget dedicated servers are remarkable for their comparatively low price, high quality of performance and direct admin cpanel, which will simplify and make more efficient the management of dedicated servers.

"At Triple Fiber Network we continue to demonstrate that we know what hosting solutions are required for successful online business and offer only the most efficient and proven services. To meet all requirements and satisfy our customers is the main priority for our company and to prove this, we start to offer new budget hosting solution, moreover, new budget dedicated servers are powered with direct admin control panel," says Dean McToner, the 3FN official representative. "We are convinced that many of our customers will find new budget dedicated servers as the most attractive dedicated hosting solution because of the highest quality and reliability, that are inalienable features of all 3FN services, and, of course, optimal price. The price for new budget dedicated servers will be in the range of \$200-300 per month."

Triple Fiber Network frequently updates and modernizes all provided dedicated hosting services, and the most recent update of provided hosting services by the company is the new budget dedicated server. At present, the company offers new budget dedicated servers for \$200-300 per month depending on dedicated server configuration. Furthermore, all provided budget dedicated servers are powered with direct admin control panel in order to improve dedicated server manageability. New budget dedicated server is the most comprehensive hosting solution for webmaster, who needs high-quality dedicated server provided with the most powerful tools, an efficient direct admin control panel and a full set of services on affordable price. Budget dedicated servers are offered as the successful combination of high productivity of services and affordable price.

About 3FN, Inc.

A leading provider of dedicated servers, shared hosting and collocation hosting services, Triple Fiber Network, 3FN, Inc. is a US based company that provides its hosting services for customers all over the world (<http://www.3fn.net>). Triple Fiber Network has a reputation of reliable hosting provider, providing the high-quality and efficiency of all dedicated hosting services within last 10 years. The datacenters of Triple Fiber Networks are located in the heart of the Internet, Silicon Valley, lying in the equal distance both to Europe and Asia. The Headquarters are located in San Jose, California, the company has also established offices in UK, India, Ukraine and EU. 3FN Marketing (<http://marketing.3fn.net>) is a subdivision of Triple Fiber Network. 3FN Marketing is an online pay per click advertising network that allows advertisers to benefit from the optimized targeted pay per click advertising. 3FN Marketing webmaster affiliate program provides webmasters with a generous revenue share up to 95%. The company provides customers with 24/7/365 support via the toll-free telephone, online chat and ticket system.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).

Contacto Publicidad Announces the Opening of its New Interactive Division Onsearch Interactive

Contacto Publicidad, one of the leading advertising agencies in Spain with a 40 year trajectory, has entered the US market with its subsidiary Onsearch Interactive. With the opening of its new office in Miami, Contacto Publicidad establishes a new interactive marketing agency helping businesses harness the power of the Internet to market their products and services online.

Miami, FL (PRWEB) August 9, 2008 -- Contacto Publicidad, one of the leading [advertising agencies in Spain](#) with a 40 year trajectory, has entered the US market with its subsidiary Onsearch Interactive. With the opening of its new office in Miami, Contacto Publicidad establishes a new interactive marketing agency helping businesses harness the power of the Internet to market their products and services online.

"Our goal is to establish Onsearch Interactive as a leading [interactive marketing agency](#) targeting companies wanting to advertise online to Spanish speaking internet users in Latin America, Spain and the USA," said Jose Weis, marketing director at Onsearch Interactive.

According to E-marketer, a leading online research company, online advertising is expected to triple in the next three years as companies understand the power of online marketing and the benefits associated with it. Among these benefits are a unique combination of scalability, cost-effectiveness, desirable demographics, highly targeted marketing, a rapidly growing audience and unmatched tracking capabilities.

"Onsearch Interactive can help your company turn your website into a viable sales lead generation tool that will help start profitable relationships with new potential clients at a very low cost per lead," said David Olivares, sales director at Onsearch Interactive. "We achieve this by executing [search engine marketing](#) and [search engine optimization](#) campaigns in Spanish"

Onsearch Interactive services include web development, e-commerce, search engine marketing, search engine optimization, and traditional advertising.

About Onsearch Interactive

Onsearch Interactive, a division of Contacto Publicidad, is a full service interactive marketing agency serving companies wanting to advertise online. Onsearch Interactive works with business owners and marketing professionals from the U.S., Spain, and Latin America to increase their website traffic and brand awareness, as well as drive sales executing advanced search engine marketing and search engine optimization campaigns.

For more information, please visit Onsearch Interactive at www.onsearchinteractive.com

About Contacto Publicidad

Contacto Publicidad is one of the leading advertising agencies in Spain with more than 40 years in the market. Their expertise includes the end to end development and management of integrated advertising campaigns, including traditional or offline advertising and media buying (TV, radio, print and outdoor media), relationship marketing, graphic design services, and online advertising in Spanish. Contacto Publicidad's portfolio of customers includes industry leading companies such as Ford, Mercedes-Benz, Lexus, Sando Inmobiliaria, Grupo Prasa, among others.

For more information visit www.contactopublicidad.com

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Onsearch Interactive

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).

New Investor Email Lists and Leads Posted - Including ADVFN - Advanced Financial Network

EmailInvestorLists.com posts new accredited investor lists for Direct Mail, Telemarketing, and Email Marketing including ADVFN - Advanced Financial Network

Vancouver, BC (PRWEB) August 9, 2008 -- It is with great pleasure that we announce the release of over fifty new investor Direct Mail, Telemarketing, and Email lists with new investor lists posted daily. The most recent posts include lists that consist of wealthy, affluent individuals with high net worth and large investment portfolios, investors who have sizable positions in the stock market, subscribers to various types of financial publications, extremely wealthy and affluent investors who are eager to take risks in financial newsletters with stock recommendation offers, Pre-Qualified Investors, as well as gold, silver, oil and gas accredited investors.

Advanced Financial Network ADVFN
61,000 United States
67,000 United Kingdom

The ADVFN website caters to the sophisticated investor, offering real time share prices, news feeds, portfolio management, monitor lists and the most active financial bulletin board in the UK. They are the preferred choice of day traders and retail investors with ADVFN offering multiple levels of information.

<http://emailinvestorlists.com/investorlist/advanced-financial-network-advfn/>

ACQUIREWEB investors email
1,036,952 6 Month Hotline
2,687,591 Total Investors

These consumers actively seek out opportunities to invest in mutual funds, money market accounts, CDs, stocks, bonds, annuities and insurance. And, they are also direct response responders with many needs. They are consumers who want to invest but they also may be planning for retirement, researching a new car, making a major purchase or sending a child to college. These investors have shown their interest in investment opportunities through self-reported information and by responding to financial and investment offers or invitations for financial seminars. They are information hungry individuals who are interested in planning for their future. <http://emailinvestorlists.com/investorlist/acquireweb-investors-email/>

Action Minded Speculative Investors
341,618 Speculative Investors

Action Minded Speculative Investors are traders in commodity options, futures, over-the-counter stocks, direct participation programs, IPOs, venture capital deals, etc. They are interested in the rewards and tax advantages of higher risk investments.

<http://emailinvestorlists.com/investorlist/action-minded-speculative-investors/>

AGORACOM.COM Standalone emails
23,000 Total Email Subscribers

Serious discussion for serious investors. Leader forums are forever revolutionizing the way investment forums

are run on the Internet. Agoracom is assembling the Internet's top investment forum leaders under one roof and creating the ultimate destination for investors who are truly in search of constructive dialogue relating to their investments. Their 24 hour, 7 days a week monitoring, ensures that you read only the highest quality content.
<http://emailinvestorlists.com/investorlist/agoracomcom-standalone-emails/>

Affluent Canadian Investment Responders
4,587 Canadian Responders

Investors who have responded to an offer for information on investment opportunities in an environmental business model. Responders have all completed a reply coupon in the last 24 months, requesting additional information on alternative investment opportunities for ownership in forestry products. Minimum investments generally start at US \$3,500, meaning these affluent individuals generally have a high level of disposable income and are serious investors. The majority of these responders are between the ages of 35 - 55 years of age. These investment responders take an active role in their financial futures, have a propensity for forward thinking and are willing to consider alternative investment opportunities.
<http://emailinvestorlists.com/investorlist/affluent-canadian-investment-responders/>

Advisors Edge Canada
31,325 Recipients

This is a list of subscribers to a magazine written exclusively for Canadian financial planners and investment advisors. Financial planners and investors use the Advisory's Edge for business-building ideas, practice management tips, industry trend information and profiles of leading advisors.
<http://emailinvestorlists.com/investorlist/advisors-edge-canada/>

EmailInvestorLists.com is an email marketing list resource focusing on email investor lists. Many of the lists posted also offer direct mail and telemarketing options. Our goal is to continually seek out new investor lists and post them as a resource to assist CMOs, marketing professionals, and Investor Relations companies/individuals to select and purchase investor lists.

EmailInvestorLists.com has significant and extensive email marketing expertise in:

- email deliverability consulting
- campaign design and management
- campaign tracking
- email design optimization

For more information:
Visit: www.emailinvestorlists.com
List Sales: 877-605-7022

Media Contact:
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eCommerce Merchants Selected to Launch Merchant Ecommerce Education Program for Inc. 500/Inc. 5000 Conference

eCommerce Merchants has been selected to provide a merchant ecommerce education program for Inc. 5000 companies

New York, NY (PRWEB) August 8, 2008 -- [eCommerce Merchants](#) has been selected to provide a [merchant](#) ecommerce education program by Inc.com, creators of the Inc. 500 and Inc. 5000, definitive lists of America's fastest-growing privately held companies. eCommerce Merchants is a leading trade association for [ecommerce](#) education.

eCommerce Merchants will provide online and in-person education to all Inc. 5000 companies beginning with the 27th Annual [Inc. 500/Inc. 5000 Conference and Awards Ceremony](#) at the Gaylord National Resort and Convention Center in Washington D.C. on September 18-20, 2008 where a dedicated eCommerce Pavilion will be included at the conference for the first time ever.

"Inc. 500/Inc. 5000 Conference is delighted to be working with eCommerce Merchants on this exciting and important new initiative," noted Kelly Winkler VP, Events and Business Resources, Mansueto Ventures, Publisher of Inc. "This partnership will allow us to deliver valuable information to Inc. 500/Inc. 5000 business owners at our events and throughout the year."

"We couldn't ask for a better partner than Inc. 500/Inc. 5000," commented Cresta Pillsbury, Executive Vice President of Business Development at eCommerce Merchants. "They have an impressive tradition of fostering entrepreneurial excellence, which complements our 'best-practices' approach to ecommerce perfectly."

The Inc. 500/Inc. 5000 Conference in Washington is open for the first time to all business owners. Reservations can be made by visiting www.Inc500Conference.com or by calling 877-211-0489. eCommerce Merchant members who are not Inc. 500/5000 members are eligible for a special member discount by calling 877-211-0489 and asking for an "eCommerce Pavilion Attendee" registration.

Companies interested in exhibiting in the eCommerce Pavilion or working with eCommerce Merchants should contact Cresta Pillsbury at cresta.pillsbury@ecmta.org or (415) 342-7075.

eCommerce Merchants is a leading trade association of small and medium sized ecommerce businesses. The organization provides best practices guidance, technology & infrastructure advice and sourcing & supplies solutions to online merchants around the world who use the internet to sell or promote products and services. The organization works closely with the Professional eBay Sellers Alliance (www.gopesa.org).

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image



New PR Agency Management '08 Summit Uses Case Studies to Help Executives Boost Firm Revenue and Profits: Intensive Two-Day Conference--October 2-3, NYC

News: PR Agency Management Summit Offers Models for Boosting Revenue and Profits, Oct. 2&3, New York City

Oakland, CA (PRWEB) August 8, 2008 --PR agency principals and management teams focused on increasing firm growth and profitability will find inspiration and practical strategies at Bulldog Reporter's PR Agency Management '08 Summit, October 2-3 at the Princeton Club in New York City.

This two-day conference features 38 agency executives from some of the hottest and most successful PR firms in the U.S. Using case studies from their own experience, these presenters will reveal techniques used by the best PR agencies in the business to:

- Make Money with Services Based on New PR Technologies
- Manage Client Expectations about What PR Can (and Can't) Do
- Use Exciting New (and Classic) Techniques to Generate New Business
- Increase Profit by Reducing Unnecessary Costs
- Sell the Power of PR to Top Management
- Measure and Improve Client Satisfaction
- Harness New PR Technology for Greater Profit
- Play a Critical Role in New Integrated Corporate Marketing
- Increase Your Profitability Using Ratios and Key Metrics
- Determine the Best Ways to Measure PR Effectiveness
- Hire and Retain Outstanding Employees
- Negotiate Fair Agency/Client Agreements
- Earn a More Strategic Role in Client Corporate Affairs
- Increase the Agency's Value and "Acquisition Quotient"
- Find Out What Clients Really Want from Their PR Agency

Speakers at this event represent PR firms of all sizes, from small regional agencies to multinational behemoths, in addition to top PR agency management consultants and marketing and communications managers from client companies. The opening keynote address will be delivered by Harris Diamond, CEO at Weber Shandwick on "The Future of the PR Business," and a keynote panel on the event's second day will feature communications professionals from Double Click, L'Oreal USA and the Humane Society of the United States, on a panel titled "Clients Speak Out: What We Want from a PR Agency (That We Don't Already Get)."

Event chairs for PR Agency Management '08 Summit will be Steve Cody, Managing Partner at Peppercom PR, Doug Spong, CEO at Carmichael Lynch Spong, Michael Lasky, Partner at Davis & Gilbert LLC, and Jim Sinkinson, Publisher at Bulldog Reporter. Bulldog Reporter is producing the event in association with New York City-based law firm Davis & Gilbert LLC.

Registration fees for this conference costs are \$1,395 for the first participant and \$1,295 for additional registrants from the same firm. All registrations received before Friday, September 5, are reduced by \$100.

For more information on taking part in the one-day workshop, go to [conference home page](#) or in [8-page brochure](#) or call 1-800-959-1059.

TAGS: PR agency, PR firm, PR management, PR executives, PR, PR professionals, PR University, Bulldog Reporter

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).

Volume9, Inc Introduces Private Label SEM Service

SEO & PPC Expertise Available For Agencies, Web Designers, Marketing Firms

Denver, CO (PRWEB) August 8, 2008 -- [Private Label SEM](#) offers their search engine optimization services to your current clients while using your existing brand. Your company can use Private Label SEM's expertise in SEO, paid search management and website analytics to provide industry-leading expertise for your client's Internet marketing projects at a fraction of the normal cost. Through the integrated service offering, a team of experts will handle all aspects of SEO, PPC, and web site analytics for your company and its clients.

"Volume9 has been informally offering [SEO & PPC partner, reseller and referral](#) services through our current partners in the Denver area for the last 2 years." said Chuck Aikens, President of Volume9. "We are looking to expand our partnership base outside of the Denver market and are actively looking for new partners. Our goal is to find the right partners who are focused on the technologies, industries, and markets where we are confident we can deliver the search engine marketing success that clients are looking for."

With Private Label SEM, you'll be assigned an SEM account manager that will work directly with your customers as a member of your team. This account manager will use Private Label's established systems and processes from the initial customer assessment to the execution of the defined search marketing project tasks, all the while communicating with your customers monthly at performance meetings. In the event that a client ever directly asks about the actual relationship between themselves and your company, the Private Label SEM account managers is trained to provide appropriate responses.

About Volume9 Inc

Volume9 Inc., formerly known as Market Vertical Partners LLC, was founded in May of 2006 to deliver [strategic Internet marketing services](#). The company was started on a belief that search engine marketing should be a strong contributor to the profitability, growth, and long-term value for its clients' and their websites. Their team of web marketing professionals is lead by President, Chuck Aikens, who has a career that has uniquely combined technology, operational, and marketing skills into over 10 years of experience. His leadership provides the expertise, innovation, and strategic insight that are the foundation for the success of the company.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).

WebmasterRadio.FM to Air SES San Jose Pre-Show Today

Tune into WebmasterRadio.FM to hear host Kevin Ryan of Incisive Media preview the upcoming SES San Jose conference.

Fort Lauderdale, FL (PRWEB) August 8, 2008 -- WebmasterRadio.FM, the premier free, 24/7 Internet business radio network focused on the B2B marketplace, announces its exclusive Search Engine Strategies (SES) San Jose Conference Pre-Show today at 12:00 p.m. ET. Host Kevin Ryan of Incisive Media will give listeners a preview of the hot news and events from the conference.

"WebmasterRadio.FM is putting all the key events and hot industry news into this preview show," says Brandy Shapiro-Babin, WebmasterRadio.FM Vice President of Marketing. "This is definitely a do-not-miss show!"

Today's SES San Jose Preview Show is hosted by Kevin Ryan, the Vice President of Global Content for Search Engine Watch and Search Engine Strategies. WebmasterRadio.FM is the official radio network of the Search Engine Strategies conference series, the largest and most important conference dedicated to Search Engine Marketing, including SEO and advertising strategies, tactics and best practices.

Tune in to hear Interviews from:

- Bruce Clay of Bruce Clay, Inc
- Matt Bailey of SiteLogic Marketing
- James M. Lamberti of comScore Networks
- Digital Marketing and Convergence Media Consultant Kendall Allen

SES San Jose coverage and all WebmasterRadio.FM programs are available in podcast format through all major podcast portals, and in mobilecast and archived format on-demand at www.WebmasterRadio.FM.

About WebmasterRadio.FM

WebmasterRadio.FM lifts the "veiled curtain" of the Internet, bringing the business community together through an interactive radio network. Its listeners are a global group, comprised of everyone from corporate executives and decision makers to small and mid-sized businesses and individual entrepreneurs. WebmasterRadio.FM's stellar line-up of radio programming includes "CoverStory" with Joe Beaulaurier of PRWeb, WebmasterRadio.FM's official newswire; "The Hook with Katie Kempner" with Katie Kempner, vice president of Crispin Porter + Bogusky; "The Daily SearchCast" featuring search authority Danny Sullivan of SearchEngineLand.com; and more. To tune into WebmasterRadio.FM's live content or check out the show lineup, please visit www.WebmasterRadio.FM.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image



1st Byte, Leading UK Digital Printers Use Quirky 3D Virtual Tour to Showcase Business Expansion

1st Byte is one of the leaders in Digital print in the UK, and has been for over 11 years. With investment into some of the world's finest presses 1st Byte can deliver print quality that is genuinely comparable with litho, at a fraction of the cost. A highly accomplished team deliver an outstanding service, all of which is never outsourced to ensure quality is both monitored and assured.

LONDON (Business Wire EON) August 8, 2008 -- 1st Byte has expanded and commissioned Strange to showcase their new premises', technologies and services. Strange's quirky solution is an isometric virtual tour based on the illustrations of artist Rod Hunt - to create a friendly and uniquely characteristic experience that showcases 1st Byte expansion of services and premises.

The digital printers have invested heavily in their new technologies and continue this philosophy online, investing in a unique virtual tour that they believe explains their business and qualities with a quirky and engaging experience, that shares many of 1st Byte's own characteristics of friendliness and creativity.

1st Byte wanted something truly creative and engaging that imparted their passion and sense of fun coupled with technical expertise and professionalism. They ask Strange to work their magic. Strange commissioned Rod Hunt, the famous British Artist, to illustrate the First House and then transformed these illustrations into a fun and engaging online tour.

1st Byte MD Lawrence Dalton said "We love this tour. We're growing rapidly, mainly based on the quality of our work, the technological solution we can offer, and the speed and professionalism of our staff, and this tour Strange have built really captures the spirit of the business, so we're delighted."

Visit the virtual tour at www.1stbyte.co.uk/about_us/vr_tour.php.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image



QuickBooks Community Members Receive Marketing Advice from Duct Tape Marketing Blogger John Jantsch

It appears as though forums are becoming a way of business for many companies who have a need for community-driven discussion. Intuit, creators of QuickBooks, is not alone in their quest to bring value and information to their customers.

Kansas City, MO (PRWEB) August 8, 2007 -- It appears as though forums are becoming a way of business for many companies who have a need for community-driven discussion. Intuit, creators of QuickBooks, is not alone in their quest to bring value and information to their customers.

Intuit launched a forum called QuickBooks Community and as part of that community, the company features guest experts who provide valuable answers to people's questions. Sometimes, this even happens in real-time.

The benefit of forums is that they provide a content management system where people can perform searches on stored data and find the answers they are looking for.

The beauty of the forum, as opposed to other styles of customer support, is that the questions and answers are posted in conversational format which allows people to join in and get clarification on responses they may not understand.

As part of the growth of this service and to bring even more interest and interactivity to it, Intuit invited experts to their forums to answer questions for them. Intuit invited John Jantsch, author of the small business book Duct Tape Marketing and award-winning small business marketing blog, to become their expert in the area of Small Business.

As part of Jantsch's expert status, he is responsible for providing answers to submitted questions on the subject of small business and marketing. Jantsch also has a featured Marketing & Sales page in which he features a wide array of content, a podcast, resources and additional blogs.

The Small Business forum can be found at:

<http://www.quickbooksgroup.com/SBCenter/AsktheSmallBusinessExpert/marketing>

The Marketing & Sales page can be found at:

<http://www.quickbooksgroup.com/webx/SBCenter/Marketing/>

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).

Video Prospector Expands Worldwide

Video Prospector launched its new International Reseller Sales Program to expand the marketing of its innovative video-based lead generation and management products worldwide. Video Prospector products and services will dramatically increase any web site's traffic then insure that a higher number of those new prospects result in a higher number of closed sales in the shortest amount of time.

Orlando, FL (PRWEB) August 7, 2008 -- Media Pros Plus, Inc., an Orlando-based Internet Marketing company, announced plans to expand worldwide by launching its International Reseller Sales Program. This new sales channel will expose the rest of the world to the innovative video-based products sold under the Video Prospector name that increase web traffic and insure a much higher rate of signed orders. Any business, anywhere in the world, that uses the internet to market their company or products will get a substantial increase in customers by using Video Prospector products... without any new "outward bound" prospecting activities.

Video Prospector drives new prospects to a web site; uses professional "walk-on" online actor videos to educate and entertain, keeping prospects on the web site longer; and when a prospect shows interest, applies its unique Instant Contact system that contacts them while they are still on the web site. If the call volume is too high or web site owners choose not to handle calls themselves, Video Prospector's 24/7 multi-language call center has trained agents ask "qualifying" questions for the owner. This allows prospects to receive live assistance when they thinking about buying, while web site owners use can work on closing sales rather than attempting to build interest with unqualified prospects hours later.

Because of the overwhelming response, Video Prospector realized an immediate need for more people to handle the flow of inquiries. This coincides with the corporate marketing plan to pursue new international markets at the earliest opportunity. Video Prospector's International Reseller Sales Program accomplishes both of these objectives. This ultimate, home-based business opportunity encompasses:

- No limitations on who can join, other than being 18 or older
- No specific hours; work around existing commitments
- No higher education or trade background requirement
- Every web site in the world is a potential customer
- All Video Prospector products are fully operational and deliverable
- No inventory to purchase, ever -- all products are delivered electronically
- Absolutely no investment or fees required to start
- Resellers can sell the day they sign up, using a free replicated web site
- Exceptional commissions on product sales, paid twice monthly
- Override commissions on product sales from those you recruit directly
- Upward Sales Path opportunities that earn even higher commissions

Details of the Reseller Program may be viewed on the company's web site, www.videoprospector.com.

In launching this effort, Mr. David Fonseca, president of MPP, stated, "Even though we are pleased with our progress to date, we are not satisfied. With the large amount of interest, we simply need more sales people telling our story. Our new International Reseller Sales Program will help us do that, and those Resellers will represent the best business-building products available."

Asked why there was so much interest, Mr. Fonseca replied, "Consider this: what would you think of a

storeowner who did nothing while a potential customer browsed their store and even indicated an interest, then still did nothing while that prospect left to visit five or six competitors down the street, then still waited hours before chasing after that prospect to try to get them interested again? Doesn't that sound like a crazy way to do business? Well, that is exactly how 99.9% of all web site owners operate today! No one should have to wait hours or days to have his or her questions answered. Our products insure that does not happen, and we can even guarantee our clients will talk with only fully qualified prospects (using the web site owner's standards, not ours), not to a bunch of tire-kickers. More people need to know this!"

To find out more about the Video Prospector product line or our new International Reseller Sales Program, along with other international opportunities, please visit www.videoprospector.com.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).

Empower Magazine Features Wealth Masters International

Wealth Masters International is proud to announce that they have been featured in the current issue of EMPOWER Magazine. This publication is one of the most powerful and effective company and product validation publications, specifically designed to assist professional entrepreneurs in growing their business. This issue of EMPOWER is a beautifully designed, 64 page magazine that contains both third party articles featuring top-selling authors such as Robert Kiyosoki and Paul Zane Pilzer, as well as articles directly pertaining to Wealth Masters International. The current issue details the vision and growth of WMI and explains how they are changing the world one person at a time with their life-changing products and services and never before seen business model.

Sugarland, TX (PRWEB) August 7, 2008 -- Wealth Masters International is proud to announce that they have been featured in the current issue of EMPOWER Magazine. This publication is one of the most powerful and effective company and product validation publications, specifically designed to assist professional entrepreneurs in growing their business. This issue of EMPOWER is a beautifully designed, 64 page magazine that contains both third party articles featuring top-selling authors such as Robert Kiyosoki and Paul Zane Pilzer, as well as articles directly pertaining to Wealth Masters International. The current issue details the vision and growth of WMI and explains how they are changing the world one person at a time with their life-changing products and services and never before seen business model.

Empower Magazine features direct selling companies that offer serious business owners flexible career alternatives. Devoted to educating entrepreneurs about the opportunities for financial and personal growth, EMPOWER provides an in-depth look at WMI's innovative products. The publication does a fabulous job of properly explaining the WMI business plan and the "Big Picture" of Wealth Masters International.

In this issue, WMI is represented in more than 10 articles featuring some of WMI's top producers such as Andrew Cass, Jay Kubassek, Michael Force, Ann McLaren, Aaron Parkinson, Elaine Love and more. Even the Cover Story featuring the Dynamic Duo, WMI co-founders Kip Herriage and Karl Bessey, actively portrays the journey and the steps taken to launch Wealth Masters International.

In addition to content related to Wealth Masters International, the issue also features inspiring and educational articles from Robert Kiyosoki who wrote the article The Business School for Entrepreneurs and Paul Zane Pilzer who wrote the article The Next Millionaires. Each article is a must-read piece that provides beneficial insight into everyday economic issues and financial education information for 21st Century entrepreneurs.

The magazine provides readers with the perfect introduction to the WMI life-changing opportunity along with a complimentary introductory DVD from the Lifestyle Design Company itself. EMPOWER also highlights WMI's philanthropic efforts for 2008 and beyond, including their corporate sponsorships of the Tracy McGrady Foundation and the Make A Wish Foundation; charities that WMI has proudly made a long term commitment to.

About Wealth Masters International:

Wealth Masters International (WMI) is a Texas based L.L.C who was incorporated in January 2005 and is one of the fastest growing companies in this industry. WMI features a combination of world class education, services, and strategies along with proven Independent Consultants that have extensive, successful track records in their respective fields. WMI markets to individual consumers looking for cutting edge, powerful solutions that assist

them in every important area of their life.

Working through top-ranked alliances, Members have access to financial and estate planning, wealth creation strategies, tax minimization, debt relief, health and wellness, credit planning and restoration, personal empowerment and an income opportunity uniquely structured for professional entrepreneurs.

Now is the time to join one of the fastest growing companies in the industry. Now is the time to join Wealth Masters International.

If you would like more information regarding this topic, please visit www.wmitoday.com or contact WMI directly at (832) 532-7655 or at Marketing@wmitoday.com.

Check out the Wealth Masters blog at www.wmiblog.com. Hear from Co Founder Kip Herriage at www.kipherriage.com and Co Founder Karl Bessey at www.karlbessy.com.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Emerging Trend Presents Low-Cost Recession-Proof Business Opportunity

Within the next three years, over 90% of the population will be using the internet to find local products and services. Most small and mid-size businesses are not currently positioned to take advantage of this trend. In order to survive, these companies must develop a profitable web presence. This need has led to an exciting new business model - the independent Internet Marketing Consultant. Find out whether the IM Consultant business opportunity is right for you by attending the Free "Start Your Own Recession-Proof Internet Marketing Consultant Business" Tele-Seminar. No technical skills required.

Boca Raton, FL (PRWEB) August 7, 2008 -- With over 60% of the population currently using the internet to gather information and make purchases, and statistics indicating that number will increase to over 90% within the next three years, it has become essential for businesses to have a web presence.

While most large companies have been aware of this trend and already have websites built that are pulling in new customers every day, many small to mid-size businesses have not yet built a website and, those that have built websites, have not figured out how to use their websites to increase their bottom-line profits.

This has opened the door for a new business opportunity - the independent Internet Marketing Consultant.

It's no longer enough to have a website that simply looks good. To effectively compete in the marketplace, a business must have a website that draws in new visitors, converts those visitors into buyers, and turns those buyers into repeat customers. An Internet Marketing Consultant evaluates a company's internet-based needs, advises the business owner on what changes can be made to create a profitable web presence, and locates specialists who can do the job. No technical skills are required.

Internet Marketing Consultants are fast becoming an indispensable asset to business owners. Most large companies have their own in-house IM Consultants. But now, a small group of entrepreneurial-minded people are bringing this necessary and highly sought-after service to small and mid-size business owners who can't afford to hire a full-time IM Consultant.

IM Consulting is a virtually recession-proof business model. No matter what the economy is doing, if a company wants to continue making sales and remain in business, it must continually invest in ongoing marketing and advertising. As an Internet Marketing Consultant, you can actually help companies get better results for their marketing dollars.

Popular internet entrepreneur and business coach, Holly Cotter, is offering a FREE "Start Your Own Recession-Proof Internet Marketing Consultant Business" Tele-Seminar for anyone interested in finding out more about this lucrative business model. Discover whether the IM Consultant business opportunity is right for you. Phone lines are limited, so Register for Free Today at www.AskHollyCotter.com.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).

TopSEOs Ranks Portent Interactive a Top Ten Search Marketing Agency

Portent Interactive #8 in the USA, First in the Northwest.

Seattle, WA (PRWEB) August 7, 2008 -- TopSEOs (<http://www.topseos.com/>) has named Portent Interactive (<http://www.portentinteractive.com>) one of the Internet search marketing industry's top ten organic SEO and paid search firms. Led by CEO Ian Lurie, Portent Interactive placed eighth on both the organic search optimization (SEO) and paid search engine marketing (SEM) lists for August 2008.

"Everyone at Portent is honored at the TopSEO ranking," said Ian Lurie. "Portent Interactive has earned high search engine rankings for clients around the world for over 10 years. It's not an easy industry, and it changes all the time - we're proud we've helped clients grow their businesses."

Criteria for evaluation included in-depth assessments of how each firm works and achieves its objectives. For each candidate company, TopSEOs solicited feedback from a minimum of three clients. TopSEOs also noted Portent Interactive's 90% client retention rate for SEO clients and that it is one of only two agencies listed to have operated since 1995. TopSEOs reviews 2500 firms each month.

About Portent Interactive:

Portent Interactive is a full-service Internet marketing agency recognized for its expertise in organic search engine optimization and paid search engine marketing. Clients include Crain Communication, Inc. (Crain's Chicago Business & Chicago Real Estate Daily), Bridal Guide Magazine, the Tour of California and momAgenda.

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News Image



JWT INSIDE and VML Launch Microsoft View<myWorld> Careers Site, Revolutionizing the Career Web Site Experience

JWT INSIDE and fellow WPP organization VML announce the relaunch and expansion of the Microsoft View<myWorld> careers Web site.

New York, NY (PRWEB) August 7, 2008 -- JWT INSIDE, one of the world's leading [employment communications](#) companies, and fellow WPP organization VML, a [full-service digital agency](#), announce the relaunch and expansion of the Microsoft View<myWorld> careers Web site at www.viewmyworld.com. The new site features a refreshed home site plus six, robust extension sites representing different business groups within the Microsoft organization.

Within the heavily competitive technology industry, this careers site takes a unique approach, where each business group site tells a distinctive story, yet maps back to one employer brand: "View<myWorld>". The concept stems from research that found Developers, Testers and Program Managers would rather learn about Microsoft careers from a fellow developer on the inside, rather than from a recruiter or an ad campaign. This site lets the employees do the talking, where View<myWorld> is an invitation, written in the core-tech's tribal language of code, to discover the experience of being a real Microsoft employee.

"Microsoft is truly revolutionizing the [careers Web site experience](#) by approaching candidates in a completely accessible, uncensored and personal way," said Kerry Antezana, Creative Director at JWT INSIDE. "The site readily embraces Web 2.0 features and bans traditional 'marketing'. Here, Microsoft steps aside and lets employees and candidates have a conversation."

View<myWorld> breaks ground with features such as social networking opportunities, uncensored testimonials, an intuitive and elegant user experience, video cataloging with sorting functions, targeted blogs links and an RSS blog feed, robust cross-linking across sites and products, and the question "Why work at Microsoft?" is answered with actual proof, such as employee roundtable videos. The message is communicated in Web 2.0 features and relayed through the images, words and experiences of Microsoft employees.

"Our best evangelists are authentic. A candidate can spot a marketing spin from a mile away. It's the passionate, heart-felt conversations that help a company come to life through their employees. Our goal is to help these conversations take place." - Gretchen Ledgard, Marketing Manager; Microsoft Staffing & JobsBlogger

The partnership on this project was the first large-scale collaboration between WPP sister agencies, JWT INSIDE and VML. The site architecture has been developed with scalability in mind, so adding new business groups, features, employees, or content can be easily managed by the team.

About JWT INSIDE:

JWT INSIDE helps companies and organizations [advance employee engagement](#) through comprehensive advertising, marketing and employee communications services. Measurement tools, consulting resources and strategic approaches are employed to put the right people in the right jobs and keep the workforce engaged. The agency has 20 offices across North America and internationally. It is a subsidiary of JWT, the world's best-known marketing communications brand with a global network of more than 200 offices in over 85 countries. Parent company is WPP (NASDAQ:WPPGY).

About VML:

VML delivers creative solutions at the intersection of marketing and technology. Headquartered in Kansas City, Missouri, VML has principal offices in New York, Seattle and White Salmon, Wash. Delivering best-in-class interactive experiences for some of the most respected and recognized brands in the world, VML's active client roster includes Adidas, AMC Theatres, Dr Pepper Snapple Group, Colgate-Palmolive, DirectTV, Ernst & Young, Ford, Hill's Pet Nutrition, HSBC, Intuit, Kansas City Royals, Microsoft, Sam's Club, SAP, Savvis, Simon, Sprint, TJX Companies, Vanguard, YRC Worldwide and Xerox.

The 750 person VML Digital Network includes Studiocom, with offices in Atlanta and Bogot Colombia; and GT (goodtechnology), in London and Barcelona. In March 2008, GT was selected by the respected Revolution Awards as the U.K. Digital Agency of the Year. Founded in 1992, VML has been a member of the WPP Group of global communication agencies since 2001. Learn more at: www.vml.com

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).

trueAnthem Takes adidas Originals 'New School of Thought' Campaign Viral

trueWidget Launches with Exclusive adidas Originals Offers & Free Music from Popular Electro Band Ultraviolet Sound

San Francisco, CA (PRWEB) August 7, 2008 -- The new adidas Originals back-to-school campaign launches this week with a little something extra: the latest [Ultraviolet Sound trueWidget](#). The sleek, viral music player, sponsored by adidas Originals and developed by trueAnthem, comes fully loaded with free music tracks and exclusive adidas Originals promotional offers. The "New School of Thought" campaign marks the first virally spun music widget for adidas Originals and the first fully integrated branding campaign from breakthrough modern music label [trueAnthem](#).

"Ultraviolet Sound's fan base is dynamic and a perfect demographic match for adidas Originals - a brand with a strong musical DNA. The band experiences more than 10 degrees of separation from each widget grabbed - proving the Ultraviolet Sound trueWidget to be an excellent viral vehicle for the adidas Originals back-to-school campaign," said trueAnthem CEO Brad Barnes. "trueAnthem is like the NASCAR of the social networking age - brands sponsor the vehicle and tap into fan loyalty."

trueWidgets allow fans to play, download and easily pass along music from their favorite bands to their friends. Fans will be able to stream or download the 11 free songs on the adidas-sponsored Ultraviolet Sound trueWidget, including the new release of the "Ooh I Like It" remix with DJ Larry Tee. Each song is introduced with customized, 8-second adidas Originals trueAds (or jingles) created and mixed by the band.

Additionally, an exclusive 30% off back-to-school footwear, apparel and accessories coupon is embedded within the widget for download and on/offline redemption. Ultraviolet Sound band members will also wear adidas Originals gear at upcoming concerts, promotional appearances and in a new video slated to be shot this fall in Los Angeles and New York.

The [Ultraviolet Sound trueWidget](#) is now up for grabs at www.trueAnthem.com and www.adidas.com.

About Ultraviolet Sound

Ultraviolet Sound broke new ground in April 2008 with the release of their new album via a trueWidget. The adidas-sponsored trueWidget is the second release from the popular, Los Angeles-based electro band. Fronted by vixen Sarah Hudson, with band mates Sami Diament (keys) and Brad Ackley (guitar), Ultraviolet's lyrics and sound grab inspiration from across the board with aspects of Rock and Roll, Hip-Hop, Dance, 80s and 90s music. Mashed to create a sound that has their hipster fans in a frenzy, this threesome's music has captured the attention of those on the forefront of what's fresh, original and different - delivering tomorrow's edge, today.

About trueAnthem

Based in San Francisco, Calif., trueAnthem is a unique, advertiser-supported, online music distribution, promotion and marketing company focused on the monetization of social networks. As a music label for the modern ages, trueAnthem provides online and offline services to promote both independent and signed talent. The company's success strategy leverages the viral nature of information distribution on the Internet through social networking, making trueAnthem a leader in the new world of online music.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image



Webbed Marketing's Founder to be Featured Speaker on Search Engine Optimization and Online Marketing

Bill Balderaz of the Columbus-based Webbed Marketing agency will discuss viral marketing and Search Engine Optimization at several events.

Columbus, OH (PRWEB) August 7, 2008 -- In the coming weeks, the founder of [central Ohio's search engine optimization leader](#), Webbed Marketing, will be featured at several events aimed at informing audiences of viral and search engine optimization strategies.

Bill Balderaz, will open the whirlwind tour with an August 8th appearance on [Blog Talk Radio's Epic Living hour](#). The show's host, Eric Pennington, hopes the conversation "will alert both individuals and corporations to the necessity of growing through [viral marketing](#) and by leveraging the power of online social networks." Pennington's weekly show airs on Friday at 12:30 PM.

Next up on the tour will be an August 26th conference aimed at informing Realtors about the fundamentals of [search engine optimization](#) and internet marketing. The presentation will cover the spectrum of search engine optimization and online marketing, including strategies for getting started and measuring the success of web based marketing programs. The event is sponsored by Dominion Homes, a [central Ohio new home builder](#).

"In addition to informing central Ohio's Realtors about the advantages of online marketing, the conference will also provide tips on how Realtors can be more involved in online networking through social media outlets," Balderaz said.

On August 27th, Balderaz will speak at a breakfast with the [Ohio Web Leaders](#). He and members of Webbed Marketing's team will discuss the current happenings in the search engine world. One of the hottest topics is the emergence of the new search engine, "Cuil."

Next on the tour, Webbed Marketing will be holding an [informative webinar](#) on August 28th. The webinar will focus on how to use new social media outlets, such as Twitter, to promote business. The webinar is scheduled from 1:00pm to 2:00pm.

Following will be an appearance at the IT Martini Hour to discuss search engine optimization, online marketing and viral marketing. The event will take place on September 18th at Park Street Patio. The IT Martini Hour targets IT professionals from all industries, but is also open to more communications driven professions, such as sales, marketing and PR.

Balderaz's next appearance will be a search engine optimization presentation at the 2008 [MindLeaders International Users Conference](#). The three-day conference will be held October 5th through 8th in San Antonio, Texas. The conference promises two and one-half days of presentations, workshops and tutorials.

Webbed Marketing will be featured for a two-part presentation on search engine marketing and viral marketing strategy at the MindLeaders event.

Following the Mindleaders event, Balderaz will be a featured speaker at the New Marketing Summit in Foxboro, MA. The event will take place on October 14th and 15th and will cover the impact that new online tools are having on marketing strategy.

The final leg in the journey will be an appearance as the online marketing speaker at the 2008 Public Pension Financial Forum (P2F2) conference in Mobile, Alabama. The event will take place from October 19th through the 22nd. P2F2 functions to promote excellence in the financial operations of public pension plans. Balderaz will speak to the audience about the importance of positioning electronic correspondence in order to retain branding during the execution of viral marketing campaigns.

Balderaz, who founded Webbed Marketing in 2006, has been a featured speaker on topics related to Internet marketing at dozens of conference and seminars across the country. Central Ohio-based Webbed Marketing specializes in search engine optimization, search engine marketing and is an innovative leader in cutting edge areas of the online marketing industry, such as viral marketing, widget development and social media marketing.

"The media, customers, prospect, partners and online influencers-- the people we are all trying to reach -- use search and social networks to find products, services and sources," Balderaz said. "Corporations who harness the power of search and social networks are positioned well to thrive in the Internet age."

About Webbed Marketing:

Webbed Marketing is a team of experts in the internet marketing field. Their goal is to grow businesses through the application of internet resources. The firm specializes in search engine optimization and marketing, as well as viral marketing services. To learn more about Webbed Marketing, or to schedule Balderaz for your next event, visit <http://www.webbedmarketing.com/>.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image



New Entertainment Alliances Offer Branded "Video Shorts" to Mobile Market

Gold Group launches thumb studio for branded mobile entertainment.

Clark, NJ (PRWEB) August 7, 2008 -- Gold Group and Gold Mobile, leading Digital Marketing and Mobile Enterprise Solutions companies, have joined forces with Rosey Media, the production company behind Saturday Night Live Emmy-award winning digital shorts, to launch Thumb Studio. Guided by President Tim Nicholls, whose influence delivered successful brand launches at Saatchi and Saatchi in London, TBWA/Chiat Day and Grey Advertising in New York; this multi-platform digital studio is focused on providing the video marketing and wireless distribution needs for the rapidly emerging worldwide mobile market.

"Brands can no longer lecture customers. When consumers choose to engage with a brand today, they expect to be informed and entertained," said Tim Nicholls, President of Thumb Studio. "Where most people see a phone, we see a new window into the world of a brand, the ultimate brand-centric experience."

"By combining Video Messaging with the Gold Mobile platform, brands can now deliver a contextual video experience based on viewer demographics that include location, time-of-day, and consumer preference," noted Bob Gold, CEO of Gold Mobile. "Our highly-targeted opt-in mobile campaigns are designed to engage and interact with consumers at a very personal level."

Thumb Studio boasts no shortage of talent with award-winning executive producer Carey Fox. As Chief Creative Officer, Mr. Fox will lead the delivery of "Digital Comic Shorts" designed to get people talking about brands. The Gold Mobile platform, used by top global brands in mobile marketing campaigns, provides the technology backbone to integrate video with other media for cutting edge multimedia production and distribution.

The creative partnerships Thumb Studio has forged with organizations such as Rosey Media and A4A Mobile, a leading mobile content and applications creator and distributor, provide the keystone to success. A4A Mobile lends their world class digital publishing expertise to Thumb Studio. Rosey Media and CEO John Rosenblatt are renowned for the cutting-edge digital comedic shorts they produce for SNL and other "Digitally Aware" clients. Brands are eager to connect with the active demographics that thrive on viral comedic videos, and the Gold Mobile platform allows mobile users to actively engage with these videos in a novel way.

MOBILE MARKETING COCKTAILS & CONVERSATION:

Thumb Studio invites the advertising community to join them in person to celebrate their launch and preview upcoming Thumb Studio projects. This exclusive networking event is scheduled for Thursday, August 21st, 5:00 - 7:00 pm at the Omni Berkshire Place Hotel in NYC. To attend, please RSVP by texting: LAUNCH [space + your name to 51684 or call 732-587-2101 ext. 270

ABOUT [THUMB STUDIO](#):

Thumb Studio, a division of Gold Group, addresses the widespread needs of brands that find it hard to penetrate this new 2.0 multimedia world. For more information, visit: <http://www.thumbstudio.com>.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).

ForbesAMG Offering Innovative Marketing Assistance for Associations

ForbesAMG, a creative marketing services firm, is helping associations communicate more effectively via email and improve the return on their direct marketing efforts.

Saddle Brook, NJ (PRWEB) August 7, 2008 -- Trade and professional associations face daunting marketing and communications challenges as they work to retain and recruit new members, promote events, lobby and educate the public on behalf of their members. With years of experience working with trade groups on various projects, ForbesAMG is putting a renewed focus on http://www.forbesamg.com/for_associations/index.html [helping associations achieve their marketing goals], face tightening budgets and relieve over-worked staff members.

Associations looking to improve their member communications will benefit from ForbesAMG's http://www.forbesamg.com/for_associations/association_enewsletters/index.html [eNewsletter programs]. What sets ForbesAMG's program apart is that staff members get to know the organization's information needs and gather content from numerous sources and then incorporates the association's news into each issue. The eNewsletters offer much more timely delivery of information and reduce or eliminate the enormous printing and postage expense of a traditional newsletter.

ForbesAMG also helps associations create more targeted and relevant marketing materials by taking advantage of the latest digital printing technologies and the use of personalized URLs like <http://TomForbes.AssociationGrowth.com> [TomForbes.AssociationGrowth.com].

"In this era of information overload, it's the customized mail pieces with a relevant message that get a response," says Jim Gawley, ForbesAMG's Vice President, Association Marketing & eMedia. "The days of sending out a mass mailing with a generic message are over."

Mr. Gawley has authored Five Keys To Association Growth, a white paper which provides insight on some of the latest innovative marketing tools and how they benefit associations, as well as some basics that are often overlooked. The white paper can be downloaded free of charge at <http://www.forbesamg.com/associations/fivekeys.pdf>.

"We are an out-sourced marketing department and ongoing resource to our association clients," said Mr. Gawley, a member of American Society of Association Executives (ASAE) "We are constantly sharing ideas and implementing new programs and often times cutting marketing expenses thanks to smarter targeting and more economical emedia strategies."

For more information about ForbesAMG visit <http://www.ForbesAMG.com>].

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Bay Creek Resort & Club Enlists IF Marketing & Advertising for Real Estate Sales

Georgetown, TX agency leads real estate marketing and sales for Palmer, Nicklaus Signature Golf Community on Virginia's Eastern Shore.

Georgetown, Texas (PRWEB) August 7, 2008 -- IF marketing & advertising today announces that Bay Creek Resort & Club, an award-winning golf and resort <http://www.baycreek.net/live.asp> [community on the Eastern Shore of Virginia], has hired the agency to lead their real estate marketing and sales. With over 1,700 acres located near the southern point of the Delmarva Peninsula, Bay Creek boasts Arnold Palmer and Jack Nicklaus Signature Golf Courses, with spectacular designs that border the Chesapeake Bay located in the historic port town of Cape Charles.

As agency of record, IF marketing & advertising will lead the awareness and demand generation campaigns for all of the community's waterfront, marina and golf course homesites. Currently, Bay Creek features ten different real estate "villages," each with its own unique character and amenities, with prices ranging from the \$200Ks to over \$1 million. IF will assume responsibility for developing consumer awareness through print and internet marketing campaigns, increasing the club's presence in the market for waterfront property in Virginia and throughout the east coast.

Bay Creek Resort & Club is one of the premier golf and marina communities on the east coast, boasting two award winning, 18-hole courses from legendary golfers, Jack Nicklaus and Arnold Palmer. Both courses feature holes along the shores of the Chesapeake and Old Plantation Creek. Bay Creek is also home to the finest <http://www.baycreek.net/boat.asp> [marina Virginia] has to offer, located in the protected harbor of King's Creek, with deepwater access to the Intracoastal, the Bay and the Atlantic Ocean. Recently named the best marina from Maine to North Carolina, Bay Creek is truly the crown jewel of the Chesapeake Bay region.

At the heart of the Bay Creek lifestyle is Cape Charles. The Bay Creek community is located within this quaint, historic town, offering residents a unique experience of old Virginia charm just outside their door. Founded as a railroad town in 1883, Cape Charles still carries the atmosphere of a quiet Victorian village where residents can walk to the local grocer, cafe or to countless boutiques for arts and handmade crafts.

And while life at Bay Creek may feel like it's worlds away and generations into the past, it's also just 40 minutes from Virginia Beach and Norfolk. Conveniently located near the Eastern Shore side of the Chesapeake Bay Bridge-Tunnel, Bay Creek offers residents a chance to escape the rigors of life in the city, without completely leaving the city behind. For those seeking a weekend getaway, Bay Creek is just 4 hours from Washington, DC and 6 hours from New York City, with easy access along US-13.

"We were really impressed by the IF team's ability to create compelling stories for the properties they work with," said Oral Lambert, CEO of Bay Creek Resort & Club. "I think we have a great deal to learn from them, and we're looking forward to a successful partnership."

Jeff Novak, CEO of IF marketing & advertising explained, "Bay Creek is one of the most beautiful and peaceful properties I've ever had a chance to market and sell. There are countless people all along the east coast who would love to reconnect with a simpler time, with nature and with each other, and our goal is to make sure that they know Bay Creek offers them the opportunity to do just that."

About Bay Creek Resort & Club

Bay Creek Resort & Club is an award-winning golf and marina community located on the Eastern Shore of Virginia. Peacefully removed and surrounded by water on all sides, Bay Creek offers residents and guests an experience of a time past, with Victorian designs, an antique railway with dining car service, preserved landmarks and pedestrian access to historic Cape Charles. At the same time, they'll also enjoy unmatched golf from two of the modern era's celebrated names, Arnold Palmer and Jack Nicklaus, and a world-class marina with deepwater access to the Chesapeake, the Intracoastal and the Atlantic Ocean.

www.BayCreek.net

About IF marketing & advertising

IF marketing & advertising is a rapidly growing full-service marketing company, based in Georgetown, Texas, that combines innovative designs, strategic leadership, and upfront accountability to deliver traditional and internet marketing solutions. Leveraging marketing expertise and trendsetting creativity, IF helps clients build brand strategy and market presence that generates qualified demand and quantifiable results. Ranked 5th largest web design ad agency and named the #5 fastest-growing private company in Central Texas by the Austin Business Journal in 2007, IF provides innovative marketing solutions to businesses from start-up to Fortune 500.

www.yourIFteam.com & www.ifdevelopment.com.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Dealerskins Chosen as web Solutions Provider for The Bill Napleton Auto Group

The company will create uniquely-branded websites for 13 of the group's stores in the Chicago area

Nashville, Tenn. (PRWEB) August 7, 2008 -- Dealerskins, (www.dealerskins.com) a division of Dominion Enterprises and a leading provider of automotive dealer web solutions, has announced that it has been chosen as the web solutions provider for The Bill Napleton Auto Group. Dealerskins will create uniquely-branded websites for 13 of the group's stores in the Chicago area.

"The Bill Napleton Auto Group is well known for its automotive expertise in this part of the country, and we at Dealerskins are thrilled to be working with them to refine their online brand and expand their opportunities for success," said Lori Berkson, Internet technology consultant for Dealerskins.

As the new web provider for The Bill Napleton Auto Group, Dealerskins will build custom websites for each store while maintaining a uniform look, feel, and functionality within the group. In addition, Dealerskins will have yet another opportunity to prove why it is tops in the industry for providing technical and service support to its customers.

Michael Halloran, e-commerce director for The Bill Napleton Auto Group, said, "The Bill Napleton Dealership Group is very excited about our new partnership with Dealerskins. After looking at many website designers/providers, I feel we have partnered with the leader in the automotive industry to better serve our customers in a proactive manner."

Halloran continued, "In 1931, the Napleton family opened a small DeSoto franchise on Chicago's south side. They had one guiding business principle: common courtesy. That is, the customer always comes first. This principle of common courtesy has remained with the Napleton family for more than 77 years, and has led to over 800,000 satisfied Napleton customers with over 67% returning as repeat customers."

About Dealerskins

Dealerskins, a division of Dominion Enterprises, provides automotive dealers beautiful, powerful, distinctive web solutions. The company's expertise comes from real-world dealership experience and a passion for listening and responding to dealers' needs. In fact, company founders designed, built and used the first Dealerskins websites while employed at a top-50 dealership group. Dealerskins recognized that automotive dealers require high-caliber, dynamic websites to meet car buyers' needs. Dealerskins was founded in July of 2000 to serve those needs. Dealerskins websites have won numerous awards for excellence. For more information visit www.dealerskins.com

About Dominion Enterprises

Dominion Enterprises, a division of Landmark Communications, is a leading marketing services company serving the automotive, real estate, apartment, recruitment and marine markets. The company operates a variety of businesses that offer Internet marketing, Web site design and hosting, lead generation, CRM, and data capture and distribution services. The company has more than 40 market-leading Web sites reaching more than 12.5 million unique monthly visitors, and more than 500 magazines with a weekly circulation of over 5 million. Headquartered in Norfolk, Va., the company has nearly 6,000 employees nationwide and annualized revenue of more than \$946

million. For more information, visit <http://www.DominionEnterprises.com>.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).

Z57 Guarantees Website Traffic for Real Estate Clients

Z57 Success Guarantee Promises 100 Unique Website Visitors within Two Months.

San Diego, CA (PRWEB) August 6, 2008 -- Z57, Inc., a 10-year veteran in real estate Web marketing services, introduced today the Z57 Success Guarantee, their new initiative in providing real estate professionals more quality website traffic. The Z57 Success Guarantee promises Z57 clients will receive 100 unique visitors to their AE™Premiere website within the first two calendar months after they sign up or their money will be refunded. As an industry leader in traffic solutions, Z57 is dedicated to driving quality buyers and sellers to client websites, right out of the box. To receive more website visitors with an AE Premiere website, agents and brokers can visit <http://www.z57.com/guarantee-press>.

AE Premiere websites deliver a professional image through a personalized photo slideshow combined with the rich content and tools to drive repeat visits. To turn visitors into clients, AE Premiere comes equipped with a built-in IDX solution, community and school reports, instant home comparables and automatic drip email campaigns. In addition, all AE Premiere clients receive personal coaching from Z57's experienced team of Marketing Specialists to help boost their online marketing exposure.

On top of the Z57 Success Guarantee, real estate professionals will experience even more traffic due to Z57's automatic listing syndication. With a large group of syndication partners, Z57 greatly improves clients' listing exposure through the Web.

"The Z57 Success Guarantee is a powerful addition to our already robust AE Premiere website solution," says Don Gerould, President of Z57. "It not only ensures agents will receive quality website traffic, but also helps them establish and maintain a successful online marketing strategy, which is so critical in today's market. With our money back guarantee, we are confident real estate professionals will experience the amazing results that have made our clients top performers."

To learn more about Z57 real estate Web design and marketing services, as well as the Z57 Success Guarantee, please visit <http://www.z57.com/guarantee-press>.

About Z57, Inc.

Z57, Inc. <http://www.z57.com> is a real estate Web marketing company based in San Diego, California. Founded in 1998, the company specializes in professionally designed websites, lead capture/conversion and buyer/seller traffic generation through effective online marketing plans, listing syndication, Search Engine Optimization, drip e-mail marketing and a highly trained customer service team. Recognized as an Inc. 5000 company and one of San Diego's Top 100 fastest-growing companies, Z57 provides thousands of clients nationwide with proven real estate solutions matched with personal service. For information call (800) 899-8148 or visit <http://www.z57.com>.

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News Image



Wealth Masters International Introduces WMI 2.0 - What the Lifestyle Design Company Wants You to Know

Wealth Masters International is proud to announce the debut of the all new and exciting WMI 2.0. Wealth Masters 2.0 encompasses new and innovative financial empowerment strategies and personal growth products that guide you to an exceptionally wealthy lifestyle. With products such as the Gateway Program, the Consultant Seminar Program (CSP), Empower Magazine, the Wealth Acceleration Program (WAP) 2.0 and the Premium Business Center, success is just around the corner.

Sugarland, TX (PRWEB) August 6, 2008 -- Wealth Masters International is proud to announce the debut of the all new and exciting WMI 2.0. Wealth Masters 2.0 encompasses new and innovative financial empowerment strategies and personal growth products that guide you to an exceptionally wealthy lifestyle. With products such as the Gateway Program, the Consultant Seminar Program (CSP), Empower Magazine, the Wealth Acceleration Program (WAP) 2.0 and the Premium Business Center, success is just around the corner.

The Gateway Program is the newest addition to the WMI product line. The Gateway Program contains select content from the renowned m1 Masters Program including (8) re-mastered m1 CDs focusing on a holistic approach to wealth, health and wisdom, as well as the branded Six Steps to Freedom and more. This program is sure to make an immense impact on one's financial future.

The greatly anticipated Consultant Seminar Program (CSP) was announced at the m2 Wealth Conference in Las Vegas, NV and is being launched at this time. The CSP is a turnkey seminar solution that will help piece together the fundamentals in online marketing and propel you to a multiple six-figure income. WMI is now accepting applications for the CSP and are available in the WMI Business Center.

Wealth Masters International has been featured in the latest issue of Empower Magazine which provides an in-depth look at WMI's innovative products and business plan. Empower Magazine is a beautifully designed 64 page magazine that contains both third party articles featuring top-selling authors such as Robert Kiyosaki and Paul Pilzer along with articles directly pertaining to Wealth Masters International. The magazines are available for members to purchase in the WMI Business Center.

The Wealth Acceleration Program (WAP) 2.0 consists of exclusive proprietary software custom built for Wealth Masters International. You will finally be able to manage, organize and plan your finances like never before. WMI expects the WAP 2.0 to be an enormous platform for all of you financial planning needs.

WMI has just released a sneak peak of the new Premium business Center which will be available this September. The key features include exclusive private video conferencing from top marketers, enhanced lead management commissionable subscriptions and much, much more.

With the release of WMI 2.0, the Lifestyle Design Company is well on its way to providing meaningful educational products and the tools necessary for one to achieve more than they thought was possible. The vision of Wealth Masters International is plain and simple: To create success and wealth in others, one person at a time. They are truly the best at Wealth, Health and Wisdom.

About Wealth Masters International:

Wealth Masters International (WMI) is a Texas based L.L.C who was incorporated in January 2005 and is one of the fastest growing companies in this industry. WMI features a combination of world class education, services, and strategies along with proven Independent Consultants that have extensive, successful track records in their respective fields. WMI markets to individual consumers looking for cutting edge, powerful solutions that assist them in every important area of their life.

Working through top-ranked alliances, Members have access to financial and estate planning, wealth creation strategies, tax minimization, debt relief, health and wellness, credit planning and restoration, personal empowerment and an income opportunity uniquely structured for professional entrepreneurs.

Now is the time to join one of the fastest growing companies in the industry. Now is the time to join Wealth Masters International.

If you would like more information regarding this topic, please visit www.wmitoday.com or contact WMI directly at (832) 532-7655 or at Marketing@wmitoday.com.

Check out the Wealth Masters blog at www.wmiblog.com. Hear from Co Founder Kip Herriage at www.kipherriage.com and Co Founder Karl Bessey at www.karlbessy.com.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).

Purolator USA Opens Full-Service Freight Processing Center in Philadelphia

Purolator USA has announced the opening of a new regional processing facility in King of Prussia, PA. Purolator USA is a leading provider of cross border transportation logistics, and manages the seamless movement of goods across both sides of the Canadian border. The company has operations in both Canada and the United States and provides access to established and extensive distribution networks throughout each country. In addition to its cross border expertise, Purolator USA offers delivery options within the U.S. for small and express packages.

Philadelphia, PA (PRWEB) August 6, 2008 -- Purolator USA, the small-package and freight forwarding subsidiary of Canada's largest integrated distribution services company, has announced the opening of a new regional processing facility in King of Prussia, PA. The new facility services businesses located in Philadelphia, southern and central New Jersey, Maryland, Delaware and Virginia that ship regularly to Canada and within the United States.

"Businesses in this region are really clamoring for alternatives when it comes to transporting goods between the United States and Canada," branch manager Frank Jacketti explains. "The shaky U.S. economy, combined with skyrocketing fuel and transportation costs have caused many companies to rethink their business practices. Just because a business has 'always' done things one way doesn't mean there isn't a better, possibly less expensive way to get the job done. Purolator USA offers businesses choices that can help manage those costs."

Purolator USA offers customers unmatched experience and expertise in cross border logistics, and can ensure the seamless movement of goods across both sides of the Canadian border. The company has operations in both Canada and the United States and provides access to established and extensive distribution networks throughout each country. Through its [Purolator Trade Solutions](#) service, Purolator USA provides access to cross border trade specialists, who can easily navigate U.S./Canadian customs regulations and procedures.

Purolator USA also offers [small package and express delivery services](#) within the United States. "We recently added the domestic service option, and it has already proven to be superior to services offered by our competitors," says Jacketti.

In addition to its experience in cross border transportation logistics, Purolator USA is recognized for its commitment to customer service. Every Purolator USA customer is assigned a specific service representative, who ensures that each account's unique needs are addressed, and who is on call should a problem arise or a change need to be made to a logistics plan.

This individualized approach is well suited for the mid-Atlantic region, where cross border trade between Canada and the states of Delaware, Maryland, Pennsylvania and Jersey is at an all-time high. During 2006, more than \$26 billion in goods traveled between Canada and these states.

Purolator USA doubled the size of its U.S. office network during the past 12 months, with branches or gateways now operating in Los Angeles, Seattle, Chicago, Detroit, Dallas/Ft. Worth, Philadelphia, Raleigh/Durham, Buffalo and Newburgh, NY.

For more information about Purolator USA, please visit www.purolatorusa.com.

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Franchise 500® Overwhelmingly Neglect Online Marketing, Franchisees Pay

New Oneupweb study finds top franchisors skimp on SEO, denying franchisees important marketing support.

Traverse City, MI (Vocus) August 6, 2008 -- Only one company of the top 10 recognized by Entrepreneur's Franchise 500® list is fully utilizing Search Engine Optimization (SEO) and online marketing. This, according to a [recent study](#) by Oneupweb, shows that top franchisors are missing the basics of SEO - losing out on profitable opportunities and denying their franchisees the exposure they need to be successful. As a result, franchisees often have to invest their own capital to compete.

"A franchise business is a complex structure. With the need to reach out to both end consumers and potential franchisees, online marketing can provide the solution," says Lisa Wehr, Oneupweb Founder and CEO. "Few franchisors are taking advantage of this unique opportunity, leaving the door open for competitors. The investment required to competitively position their brand and their franchisees is nominal compared to the risk of market share loss."

[Oneupweb's study](#) analyzed the websites and optimization efforts of the top 100 franchises recognized by Entrepreneur's 2008 Franchise 500® list to determine what percentage were using the various techniques and strategies of SEO, and to what degree. Criteria used includes: title tags, meta tags, alt tags, content, keywords and other tactics that could affect the sites' ability to be spidered by search engines and positioned well on search engine results pages (SERPs).

Of the top 100 franchises recognized by Entrepreneur's 2008 Franchise 500® list, Oneupweb found:

- 13% well-optimized
- 35% moderately optimized
- 41% insufficiently optimized
- 12% non-optimized

"It's clear that franchisors are overwhelmingly neglecting SEO, leaving franchisees without the marketing support worthy of their investment," says Wehr. "Franchisors must take notice of their current states of online optimization if they want to stay competitive."

To download Oneupweb's 2008 Franchise 500® Study, visit OneUpWeb.com.

About Oneupweb

Oneupweb has been an innovator in digital marketing for more than a decade, creating integrated online marketing plans that include natural search engine optimization (SEO), paid search marketing (PPC), conversion improvement, podcast production, social media marketing, media placement and search marketing consultation for in-house marketing teams. Oneupweb was recently named a Top 20 Search Marketing Agency by Advertising Age, and CEO Lisa Wehr is recognized as an Ernst & Young Entrepreneur of the Year. The company publishes an award-winning blog and podcast entitled StraightUpSearch. Oneupweb is a privately held company located in Traverse City, Michigan. For more information on Oneupweb, please call 231.922.9977 or visit OneUpWeb.com.

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News Image



New Career Site & Recruiting Tool for the Internet Marketing Community

eMarketingSilo has joined forces with JobTarget to launch an exciting new career center application for the internet marketing community. The job board contains powerful features and tools to manage a job search or recruiting initiative.

Indianapolis, IN (PRWEB) August 6, 2008 -- SEM/SEO/PPC/CPC/CPA/CTR/CPM/ROAS/PFI/SERP ?? - Finding someone who understands those acronyms just got easier!

eMarketingSilo, a niche job board and recruiting site for the internet marketing community, is announcing their partnership with JobTarget, an industry leader in job board development and management. The new career center application will focus on bringing together jobseekers and employers in the internet marketing field.

"We're really excited to have partnered with JobTarget. They will be able to give our clients the most effective job searching and targeted recruiting capabilities there is to offer," Josh Woody, eMarketingSilo's Program Director said. "We realize how difficult it is to find quality employees as well as job opportunities in the internet marketing world these days, and the new career center will help address that problem."

JobTarget's career center software provides individuals with the latest technology in career development. Not only is it a premier engine to search for and manage job postings, but a resourceful tool for employers to utilize in their search for employees. One of the many highlights of the center is the availability of great candidates. An employer's job posting will reach a large number of highly skilled passive and active job seekers. Additional benefits to the eMarketingSilo career center include job broadcasting, the option to include a company profile and logo with a posting, and a pay-per-use resume bank.

Jobseekers will find a unique opportunity to connect with employers and recruiters posting jobs specific to SEM/SEO, interactive marketing, email marketing, affiliate opportunities... anything associated with marketing and advertising in the online/digital world. Candidates can post their resumes anonymously, search through job postings, and setup personal job alerts. "One of the distinguishing features of our site from the general Big Boards is that employers can access our resume bank and browse resumes without paying a fee," Woody adds. "This significantly enhances exposure for jobseekers and freelancers."

About eMarketingSilo - eMarketingSilo is dedicated to facilitating the introduction and courtship of internet marketing talent to employers seeking such specialized skills. Like a farmer cultivating and harvesting his fields, our mission is accomplished by actively stocking both talent and opportunity silos for this marketing niche. We're actively scouring the landscape everyday for the best in search engine marketing (SEO/SEM), email, ecommerce, affiliate and social media promotion the market has to offer. Imagine, headhunter-style sourcing without the headhunter fees! For more information about eMarketingSilo, please visit [Internet Marketing Jobs and Resumes :: SEO, SEM](#)

About JobTarget - JobTarget is an industry leader in job board development and management. The company manages over 1000 independent, online job boards for societies, associations, newspapers, publishers, and online entrepreneurs. JobTarget's clients include the Society of Human Resource Management (SHRM), Women In Technology International (WITI), and Penton Publishing. JobTarget custom designs its job boards to fit into the

client's website and makes each board specific to the clients' users. For more information about JobTarget, please visit <http://www.jobtarget.com> or contact JobTarget at 1-888-575-WORK (9675).

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News Image

