

WMS (Woodworking Machinery & Supply Expo)

Vance Marketing Solutions presentation detail

Time:

Thursday, September 24, 2009

1:00 p.m. to 2:00 p.m.

Friday, September 25, 2009

8:30 a.m. to 9:30 a.m.

1:00 p.m. to 2:00 p.m.

Saturday, September 26, 2009

11:00 a.m. to 12:00 p.m.

Location: Idea & Innovation Center (booth #3510), Hall 3

Presentation Title: 10 digital marketing tips to grow your business in the woodworking industry

Speaker(s): Tom Denison, Vice President, Vance Marketing Solutions

Presentation summary:

Tom Denison, Vice President, Vance Marketing Solutions

You probably already have a website, but does your website really make you money? Do you have online strategies? Tom is a digital and integrated marketing professional overseeing seven mobile websites, 65 websites and 88 e-newsletters. Tom will help you realize your full digital potential by showing you how to create a lead-generating website that achieves your specific marketing goals by matching marketplace, digital and communications expertise with a proven development process.

Learn how to use 10 tips to maximize your site's revenue-generating potential by making your site "sticky" and by bringing more people to your site. Learn how to market your site through social media networks, mobile marketing, email marketing, print advertisements, buying the right keywords on Google and more. The parent company of Vance Marketing Solutions is Vance Publishing, the company that publishes *Wood & Wood Products*, *Custom Woodworking Business (CWB)* and *CLOSETS* magazines. For more information, please contact Tom Denison at [tdenison@vancepublishing.com](mailto:tdenison@vancepublishing.com)