

# Demystifying the Internet Tutorial Series— Increase Your Business with a Mix of the Tried, True and New



## Save Friday, October 23 for eBiz Symposium 2009!

In the Arlington Chamber's pre-eBiz tutorial series, you'll learn how to attract new business and increase customer loyalty, using a combination of traditional and Internet marketing approaches. At every session, a continental breakfast will be served and there will be an opportunity to network between 7:30-8:00am.

### Pre-pay for 2 and

- Get the 3rd one FREE, plus
- We'll apply \$25 toward your eBiz 2009 ticket.

(In order to take advantage of this offer, prepayment for the series is required.)

### Register online for 1, 2 or all 3 of these events at

<http://ebiz2009tutorials.eventbrite.com/>



### **WHAT: Customer Loyalty: How to Keep Them Coming Back for More!**

**PRESENTED BY:** Zak Barron, Constant Contact's NE director and the Chamber

**WHEN:** Thursday, May 21, 2009 from 7:30-9:30am

**WHERE:** Robbins Library Community Room, 700 Mass. Ave., Arlington Center

**COST:** \$25 for Chamber members / \$35 for visitors

Industry statistics indicate keeping customers costs less than acquiring new ones: Here's why: 1) Acquiring a customer costs 5 to 10 times more than retaining one. 2) A 5% increase in retention yields profit increases of 25-100%. 3) Repeat customers spend, on average, 67% more. 4) 20% of customers account for 80% of revenues. (From BNET.com)

Want to keep your customers happy? Join us to learn how small businesses just like you successfully use traditional customer loyalty programs. Then Constant Contact's NE Regional Director Zak Barron will show you how you can use ListenUp! (sm) Survey, its online survey tool to easily create professional online surveys.



### **WHAT: Marketing on a Shoestring**

**PRESENTED BY:** Patricia Carney, Walden WebWorks and the Chamber

**WHEN:** Thursday, June 18, 2009 from 7:30-9:30am

**WHERE:** Robbins Library Community Room, 700 Mass. Ave., Arlington Center

**COST:** \$25 for Chamber members / \$35 for visitors

Marketing doesn't have to cost the moon. Learn practical, creative and inexpensive tips for increasing your visibility and promoting your business without venturing onto the Internet. However, the Internet can be an invaluable and economical tool to add to your marketing mix. Patricia Carney will walk you through the fundamentals of online marketing using case studies to provide you with practical emarketing techniques.



### **WHAT: Telling Your Story: From Elevator Speech to the Blogosphere**

**PRESENTED BY:** Margy Rydzynski, Social Media Consultant and the Chamber

**WHEN:** Thursday, September 17 from 7:30-9:30am

**WHERE (Note different location):** Arlington Center for the Arts Theater, 41 Foster St., East Arlington

**COST:** \$25 for Chamber members / \$35 for visitors

Everyone knows how important it is to succinctly describe your business—you never know when or where you will meet your biggest customer ever. We'll get you ready for that opportunity! Telling your story matters online too. An effective online presence can be a valuable addition to your marketing efforts. Social networks and blogs create a two-way communication between you and your customers, establishing credibility and building trust by giving your business a human face. Learn how to do it right without being labeled a spammer.