

For Immediate Release

Marcel Media Presents Social Networking SEO Tips: “Web 2.0 and Your Business”

Panelists reveal how Web 2.0 is key to optimizing search engine strategy for high-growth companies

Chicago, IL. [Marcel Media, a strategic interactive advisory firm that focuses strictly on results](#), today announced it is sponsoring a seminar on how companies of all sizes can use “social and mobile media” to improve sales. The event, “Web 2.0 and Your Business,” will be held on Tuesday, November 13, 2007, at Chicago Cultural Center, Millennium Park Room, 78 E Washington St., from 8:30 am to 12:30 pm. [Seminar invitation](#). Full agenda [here](#).

Rising Star Web 2.0 experts will recount experiences and share insights on how to use cutting-edge electronic media to gain visibility and increase sales. Marcel Media CEO Kelly Cutler will lead a discussion on how business owners and executives can use social networking to:

- Increase Online Buzz—a significant benefit to companies of all sizes
- Improve linkability with higher Google PageRank
- Raise search rank with specific content techniques
- Attract and retain more visitors—how to use blogs, bookmarks, and more
- Accelerate SEO returns with a consistent, reliable strategy

Ms. Cutler and Marcel Media SEO engineer, Larry Stopa, have joined forces with Chicago-based strategic marketing firms PayPerPost and Vibes Media. Randy Mountz, vice president sales at [PayPerPost.com](#), brings expertise he developed while directing sales at MySpace.com, AOL, and Advertising Age. Jack Philbin, co-founder and president of [Vibes Media](#), will describe how using wireless services and text messaging can expand marketing opportunities. He’s executed projects with McDonald’s, Anheuser-Busch, and Hershey’s.

“We’re bringing together an extraordinary level of strategic expertise in new media,” said Ms. Cutler. “The event is part of our ongoing commitment to helping companies leverage digital media and supplement their in-house SEO efforts.”

“Viral marketing works best when social networking is practiced effectively and diligently,” said Mr. Cutler. “Our passion is helping companies do that—in ways that turn those efforts into ROI.”

Download a free [“Social Networking Media Tip Sheet” from Marcel Media](#).

About Marcel Media

Marcel Media is a Chicago-based strategic interactive advisory firm that specializes in search engine marketing, web development and custom web integration, social networking, and online marketing. Since 2003, Marcel Media has worked with clients such as Ryland Homes, Hub International and Rush University Medical Center to achieve their online marketing goals. Marcel Media produced the 2005 Chicago Search Report, a groundbreaking analysis of business owner search engine usage. Learn more: www.marcelmedia.com.