

Mass Technology Leadership Council: Sales & Marketing Roundtable: How to Use Google to Grow Your Business

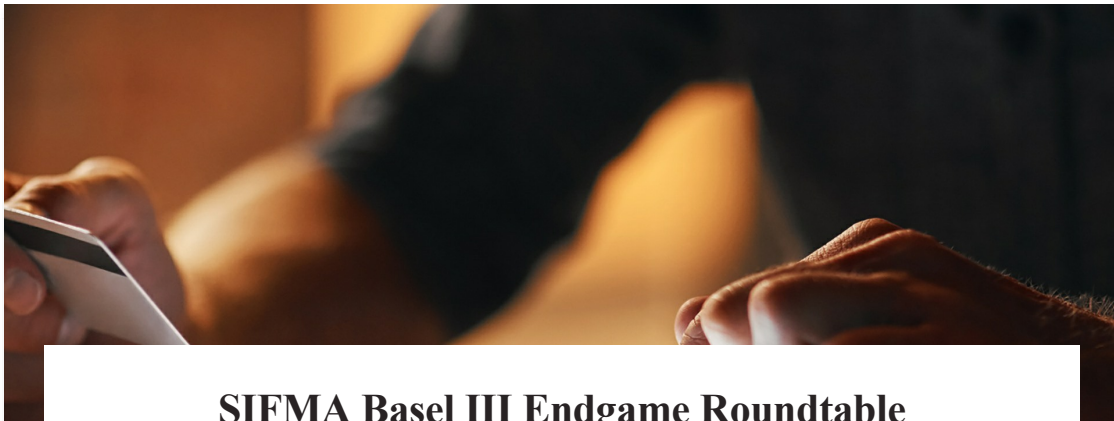
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Your company can have the best looking website in the industry, but if you are not being found in the search engines, you are missing sales opportunities and losing ground to the competition. Join the Sales & Marketing Roundtable for a lively discussion on the topics of Search Engine Optimization (SEO) and Paid Search best practices. This Roundtable meeting will discuss how to affect organic search listings, create link strategies, and use Google AdWords/Pay-per-Click campaigns to generate qualified leads. The importance of targeted landing pages and conversion tracking via Google Analytics and Salesforce.com will also be covered in the discussion.

WilmerHale is a sponsor of this event, hosted by The Mass Technology Leadership Council.

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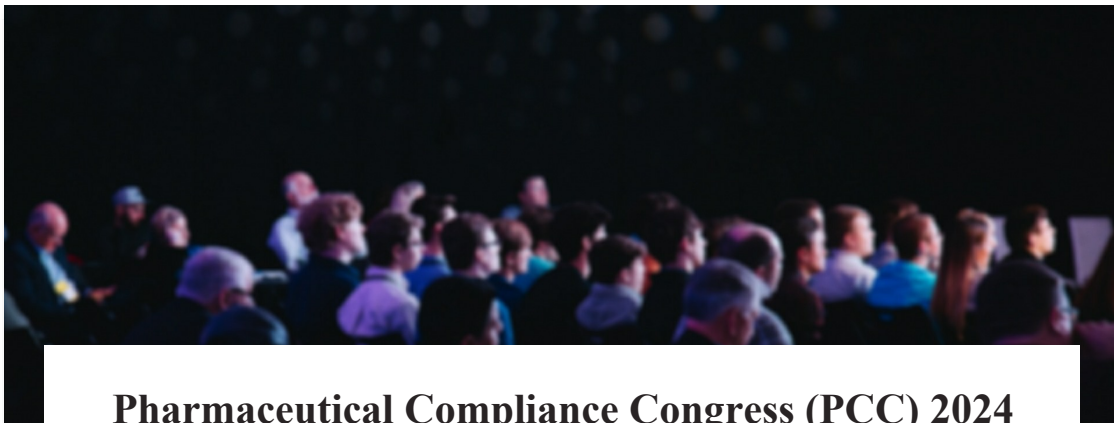
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