

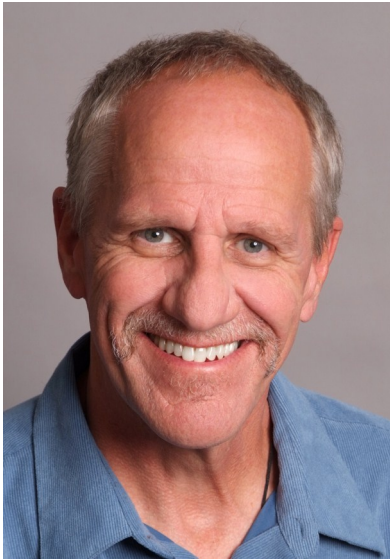


**NAWBO**  
ORANGE COUNTY

National Association of Women Business Owners

# PRESENTS

## Increasing Your Online Marketing's ROI



### **Pete Johnson**

**Marketing Strategist, VP of Sales at GigaSavvy**

**Presented on:**

**Wednesday, March 21, 2012**

**5:00—8:00 pm**

**Light snacks will be served**

**Location:**

**White, Nelson & Co. LLP**

**2875 Michelle Drive, Suite 300**

**Irvine, CA 92606**

- Examine how to promote your online platforms and integrate your website, SEO/SEM and social media presence into a cohesive and profitable whole.
- Address current web design and development standards, conversion strategies and techniques,
- Sustainable Search Engine Optimization and Pay-Per-Click strategies and “white hat” practices and
- Integrating Social Media into the marketing mix.
- And, finally, introduce and delineate tracking mechanisms to determine your online ROI.

Pete is an expert marketing strategist with over 25 years of relevant, ongoing experience promoting companies, brands, products and services. He had a significant hand in the success of brands such as Armour-All, Ektalon, Arbonne International and dozens of businesses large and small. He has an MBA and attended Art Center with an emphasis in graphic design and illustration. He is currently the VP of Sales for GigaSavvy, a marketing agency with a specialty in the online environment including web design/development, SEO/SEM and Social Media.