



## **Direct Online Marketing™ to Host Free Seminar on Business Blogging**

*Justin Seibert to host free Webinar on business blogging.*

Wheeling, WV April 10, 2007 --([PR.com](http://www.PR.com))-- Justin Seibert, Owner & President of Direct Online Marketing™, hosts the second of two free Webinars on April 10 at 12:30 PM: [The Do's and Don'ts of Business Blogging](#).

In this free Webinar, Seibert will explain how businesses large and small can take advantage of this communication medium as a marketing tool. The Do's and Don'ts of Business Blogging is part of a six Webinar series on business marketing strategies being held throughout the spring. Attendees of this free corporate blogging Webinar will also learn top tips and pitfalls to avoid when considering the creation of or writing a business blog.

### **Free Business Blogging Seminar**

Part journal, part Web site, blogs ("WebLogs") have become increasingly popular as forums for people to communicate their opinions to a limitless audience on the internet. Seibert will explain how businesses currently use blogs as marketing tools to build relations with potential and existing clients. Corporate blogs also offer huge benefits with search engines, making it easier for interested parties to find your company on the Web.

### **Reach People on their Terms with Corporate Blogs**

Getting the word out about new products and services is becoming increasingly difficult as people have more ways to opt out of marketing messages. Many businesses now use blogs as a way to reach their clients with valuable information that people actively seek out or ask to receive automatically via RSS feeds. Building this type of dedicated readership can be a silver tipped arrow in your marketing quiver.

### **About the Webinar Series**

A Webinar (short for Web seminar) is the Web version of a seminar or conference that allows people to attend an interactive conference-style meeting simultaneously from anywhere in the world. Attendees will receive a toll-free number to call at the start of the Webinar and a unique URL for the Web presentation.

The WV Connectivity free Webinar series began on March 20 with a Marketing 101 Webinar hosted by George Manahan of the Manahan Group. The series will continue every Tuesday until April 24. Additional presenters have and will include: Larry Malone of Malone Consulting Services on Innovative Marketing Strategies, Jeff James of Microsoft Corporation on Relationship Marketing, and Rich Hackenberg of Microsoft Enterprise Business Solutions on Customer Relationship Management Tools. Seibert also hosted Search Engine Marketing on April 3.

For more information or to attend the Business Blogging Webinar at no charge, visit Direct Online Marketing™'s Web site at <http://www.DirectOM.com>.



## About Direct Online Marketing™

Direct Online Marketing™ is Wheeling, West Virginia's only full-service Internet marketing firm and is focused on working with the unique needs of each client in order to achieve bottom-line results. The company aims to help its clients increase their sales and generate quality leads through targeted online marketing tactics such as blog building, pay per click search, search engine optimization, email campaigns, wikis, RSS feeds, and Web site development.

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