

Dawn Westerberg to Present on Blogging, Twitter and Google+ at Duct Tape Marketing Gathering 2011

AUSTIN, Texas, Oct. 21, 2011 (SEND2PRESS NEWSWIRE) – Dawn Westerberg, president of Dawn Westerberg Consulting LLC (www.dawnwesterberg.com) and an authorized Duct Tape Marketing Consultant, will be presenting a session on Blogging, Twitter and Google+ at the Duct Tape Marketing Gathering 2011 conference in Kansas City, Mo., October 27 – 29, 2011.

The session will focus on how blogging, Twitter and Google+ can be used to grow online visibility for businesses as a means to generating more qualified opportunities for winning new customers.

“One of the most valuable assets a business can invest in is valuable, strong, targeted content on their blog to guide the website visitor through the qualification process,” said Westerberg. “Duct Tape Marketing refers to this as the Marketing Hour Glass. The prospect experience involves specific stages: Know, Like, Trust, Try, Buy, Refer, Repeat. Online content should facilitate a prospect’s movement through those marketing stages.”

Once a collection of strong content is published on the website or blog, Westerberg advocates the use of social media platforms such as Twitter and Google+ to circulate the information. “Social media platforms have gathered target audiences. It’s up to business owners to develop online networks and share the benefit of the solutions they’ve developed and deployed for other businesses.”

“The more complicated the solution, the more benefit there is to regular blogging,” explained Westerberg. “Business owners can highlight products, services and methodologies through blog posts. This will serve to give website visitors a productive and satisfying web experience.”

Gathering 2011 is the annual Duct Tape Marketing conference for authorized Duct Tape Marketing consultants.

About Dawn Westerberg Consulting LLC:

Based in Austin, Texas, Dawn Westerberg Consulting LLC (www.dawnwesterberg.com) serves companies from coast to coast and border to border with marketing strategy, marketing message development, campaign and content creation and online marketing. An Authorized Duct Tape Marketing Consultant, she invites business owners to “Fall in Love with Your Business Again” through sound marketing strategy, collaboration, and measured results.

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