



## Kick-Start Your Digital Marketing Through Dynamic New Workshop

Digital marketing is growing at an immense rate, but firms are struggling to understand how or where to start. Al Dente Marketing, a leading digital marketing consultancy, aims to change this trend by introducing digital marketing conversion workshops.

December 2, 2009 - Orlando, FL - Al Dente Marketing announces new 1-day conversion workshops for firms wanting to learn how to leverage and win using digital marketing. They are excited to share their extensive knowledge enabling companies to move forward with digital marketing campaigns seamlessly.

### **Why digital marketing? Why this workshop? Why is it for you?**

Using proprietary training and interactive learning techniques, attendees will become their company's greatest digital marketing gurus. Trends indicate more and more marketers across industries are abandoning traditional marketing in droves, and putting their efforts and budgets squarely into digital marketing. Is your business being left behind?

The new Al Dente workshop delivers rich insights surrounding the digital conversion process by sharing foundational knowledge, tools, tips and techniques to increase sales using digital marketing. Participants will learn how to build a digital engine that converts leads into business. Unlike others, these sessions are customized, interactive and tailored to small groups to maximize learning.

### **Benefits include:**

- Gain foundational knowledge required to grow business digitally
- Learn how to build a robust digital marketing engine and process
- Monetize existing contacts with proven "follow up" email system
- Develop dashboards to track digital marketing success

***"Our digital conversion workshops give attendees the opportunity to learn skills they need to make an immediate and lasting impact on sales" said Andy Martin, president of Al Dente Marketing. "We enjoy sharing our knowledge, and get a great deal of satisfaction from watching our clients sales conversions grow more rapidly as a result."***

Facilitated by marketing and sales experts with over 20 years of experience, attendees walk away supercharged with skills they can apply immediately to increase digital sales conversions. To learn more about Al Dente's digital conversion workshops or to set-up a session for your firm, please [CLICK HERE](#). Note: special discounts available for American Marketing Association members.

### **About Al Dente Marketing:**

[Al Dente Marketing](#) is a digital marketing consulting and training firm. Our specialty is helping companies across the US grow through digital media. As our name implies, we achieve a "just right" balance between digital strategy and cutting edge online marketing execution that is customized to meet your objectives.

By offering three service levels - consulting, training and execution - we shun standard "package" offers and cater to mid-size businesses requiring depth and custom, professional advice. We think every business is unique, challenges unique and that "one size does not fit all."

### **Contact Information**

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