

# Zeno Blue eMarketing and The UPS Store at Ballantyne Announce the First in a Series of Internet Marketing Workshops

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Charlotte, NC -- (February 9, 2009) - Zeno Blue eMarketing, in conjunction with The UPS Store at Ballantyne announced today they will be conducting a series of educational Internet marketing workshops. The goal of the workshops is to help others grow their business using Internet marketing.

“In this tough economic cycle business owners have to be creative with their marketing strategy, Internet marketing has to be part of that strategy” says Jay Patel owner of The UPS Store at Ballantyne.

Whether or not you understand how it works, internet marketing produces results. It’s hard to argue against fully utilizing a medium when 80% of your target market uses it to find local businesses and for initial research. More than 80% of the United States population use the internet on a daily basis.

The first in the series is a FREE Internet Marketing Fundamentals Workshop. There are a lot of buzz words related to Internet marketing; Wikis, Twitter, Facebook, online communities, blogging, digital video, SEO/SEM, social media. What do these terms mean to you as a business owner or in-house marketer? The workshop provides participants knowledge strong enough to understand how their organization can tap into the benefits of Internet marketing.

“We promise to over deliver and change how you look at your business forever,” says David Brooks, Founder and Principal Consultant at Zeno Blue eMarketing.

The workshop will be held on March 7, 2009 from 10 am until 12 pm at the Courtyard by Marriott Ballantyne in Charlotte. Find out more about this workshop and others hosted by Zeno Blue eMarketing and the Ballantyne UPS Store at [www.ZenoBlueTraining.com](http://www.ZenoBlueTraining.com).

## About Zeno Blue eMarketing

Zeno Blue eMarketing, based in Charlotte, North Carolina provides comprehensive, results-driven internet marketing services for local and national companies across a number of industries. Zeno Blue eMarketing has a goal to help its clients drive qualified traffic to their websites, generate more leads and convert a higher percentage of the leads into paying customers. Additional information about Zeno Blue eMarketing can be found at [www.ZenoBlue.com](http://www.ZenoBlue.com).

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