

## David Meerman Scott to Present What's Working NOW! Webinar on Best Practices in Online Marketing & PR

*Award-winning online thought leadership strategist and best-selling author David Meerman Scott shares current best practices in online marketing & PR. Live, ninety-minute training session will showcase latest, most cost-efficient tactics and strategies for multiplying search engine hits and web site visits to grow sales and profits. Includes discussion of case study results and examples from such companies as IBM, Cisco, Cervelo, ECNext, Constant Contact and others.*

Columbus, OH ([PRWEB](#)) January 31 2008 -- What's Working NOW!, a producer of online and offline education and training events, is teaming with Conference Call University and GoldMine software to present an educational webinar on current best practices in online marketing & PR. Best-selling author and award-winning online thought leadership strategist David Meerman Scott will be the speaker. The program will take place on Tuesday, February 19 from 11:30 a.m. until 1 p.m. EST (GMT - 5).

Scott will present a 90-minute training module entitled "What's Working NOW: Profiting From The New Rules of Online Marketing & PR." Cost for the live event is \$119. Registrants will receive a complete audio-visual copy of the program to enhance their learning experience. The event is offered with a money-back guarantee of satisfaction. For more information and registration please visit <http://www.whatsworkingnow.net>.

Scott will draw on innovative, cost-effective online tactics and strategies he has used to sell over a billion dollars in products and services worldwide. Attendees will learn how the old rules of marketing and PR are no longer valid and how to apply the new rules to --

- Create YouTube videos that deliver sales results
- Engage in profitable blogging and podcasting activities
- Create compelling web site content and online news releases that multiply search engine hits and web site hits...  
...and more. Specific pointers in Scott's presentation include --

- Why it pays to "pimp out" your blog
- How great online content can drive people into the buying process -- and what defines "great"
- Online thought leadership: How to brand your organization as a trusted resource
- How to create online content with pass-along value
- How to use RSS to cost-effectively deliver your web content to targeted niches.

"New Rules" examples and case study results from such companies as IBM, Cisco, Apple, NetFlix, Cervelo, ECNext, Constant Contact, Blendtec, Hitachi, Netgear, Progress Software, WebEx and others will be presented and discussed. The program is suitable for both B-to-B and B-to-C marketers.

The program is being marketed by What's Working NOW!, Conference Call University, GoldMine and select marketing partners who share in the event's revenues. For information on the What's Working NOW! [partner program](#) contact Ernest Nicastro at [enicastro@whatsworkingnow.net](mailto:enicastro@whatsworkingnow.net).

"In this program attendees will get a step-by-step framework for building a more effective [online marketing](#) &

PR strategy," said Ernest Nicastro, principal with What's Working NOW! "More importantly, they'll get tactical, actionable recommendations for turning that strategy into profitable results. And there's no one working or training today that's better qualified to speak about what's working now in online marketing & PR than David Meerman Scott. His results speak for themselves."

"The web has profoundly changed the rules of marketing & PR," said [David Meerman Scott](#). "Smart marketers now communicate with buyers through content rich Web sites, blogs, YouTube videos, e-books, and other online media that buyers actually want to consume." Continued Scott, "For example, one company generated massive product awareness, six million downloads and huge sales numbers with just a few hundred dollars. They did it by using the new rules I'll be talking about in this presentation. I hope everyone will join us."

For complete details and information on how to register for "What's Working NOW: Profiting From The New Rules of Online Marketing & PR please visit <http://www.whatsworkingnow.net>.

#### About What's Working NOW

What's Working NOW is a training and development and event production company headquarter in Columbus, Ohio. What's Working NOW offers education and training that helps marketers, executives and business owners enhance their careers and grow their businesses. Through its marketing partners program the firm also enables qualified businesses and individuals to build customer goodwill and generate immediate revenues and qualified leads by co-promoting What's Working NOW! online and offline events.

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#### About Conference Call University

Conference Call University provides education, training and motivation in the comfort of your home or office through the use of virtual learning technologies such as Teleseminars, Webinars, Podcasts, and more. Conference Call University helps you learn, earn, and succeed. More information is available at <http://www.CCULearning.com>.

#### About FrontRange Solutions, Creators of GoldMine

Founded in 1989, FrontRange Solutions develops software and services that allow organizations to deliver extraordinary customer relationships. Since its inception, the company has focused on solutions tailored specifically to the mid-market and distributed enterprises, and today it is the undisputed leader with more than one million users and a marquee client list. FrontRange Solutions makes the GoldMine® family of CRM solutions that are used by more than 130,000 companies and over 1.7 million users. GoldMine automates and manages customer-facing initiatives and is designed for businesses that want a complete and customizable solution that manages every aspect of the customer lifecycle with a quick time to benefit and low total cost of ownership. For more information visit [www.goldmine.com](http://www.goldmine.com).

#### About David Meerman Scott

David Meerman Scott is an online thought leadership and viral marketing strategist. The programs he has

developed have won numerous awards and are responsible for selling over one billion dollars in products and services worldwide. He is the author of the number one best selling PR and marketing book *The New Rules of Marketing and PR: How to use news releases, blogs, viral marketing and online media to reach buyers directly*. He developed a one day New Rules of Marketing seminar that he delivers for Pragmatic Marketing. He has lived and worked in New York, Tokyo, Boston, and Hong Kong and has presented at industry conferences and events in over twenty countries on four continents. Check out his blog at [www.WebInkNow.com](http://www.WebInkNow.com) or download his free ebook at [http://www.davidmeermanscott.com/documents/New\\_Rules\\_of\\_PR.pdf](http://www.davidmeermanscott.com/documents/New_Rules_of_PR.pdf)

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