

# Smart Think Marketing Group

## Creative Marketing Strategies

Lunch and Learn

Friday, July 9th | 11:30-1:00



To learn more about  
Andrew Twidwell  
and Smart Think  
Marketing Group,  
please visit  
[www.smart-think-marketing.com](http://www.smart-think-marketing.com)

### The Speaker

After launching, ABT Plumbing, Electric, Heat & Air, Andrew Twidwell knew he had to become a marketing whiz if he was going to survive in the business world. He began by marketing in the trenches, learning from real world experiences. He discovered what worked and what didn't. Four years ago he hired a professional webmaster build his company a few websites. They were beautiful, and yet returned virtually no web traffic. This led Andrew to explore internet marketing and discover what would drive visitors to his websites.

Today his websites are ranking in the Google top 10 for local searches and first place for many of the key targets that turn visitors into customers. Compelled to help others reach the same level of success online, Andrew co-founded Smart Think Marketing Group in 2009. Smart Think Marketing Group has helped many small to mid size organizations achieve excellent results with their online marketing.

### Class Outline

- ◆ **Basic Internet search**  
How do people search online?
- ◆ **Google Local**  
What is Google Local and Maps?  
How do they impact search engine ranking?
- ◆ **Keyword research tools**  
Tools to determine the keywords and terms people are searching for online
- ◆ **Video and Internet search**  
How do videos impact search engine results?

Nevada County Association of REALTORS® Esterly Hall 336 Crown Point Circle, Grass Valley

**Date: Friday, July 9, 2010**

Cost \$10.00 for NCAOR REALTOR® members — \$15.00 day of event

\$15.00 for Non-REALTOR® members — \$20.00 day of event

LUNCH AND LEARN SERIES INCLUDES LUNCH

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