

amtda



Program Information and Registration Form

AMTDA BYTES is designed to help member companies sift through the huge wave of available information and identify No-Cost and Low-Cost programs and websites that will allow members to more effectively direct their online strategies and more accurately measure their results. In addition to an array of ongoing free services, the AMTDA BYTES program includes a 5-session webinar series that will deliver useable tactics and techniques for improving your bottom-line today!

REGISTER NOW

1. Google Analytics

October 16th, 2009.....1:00 – 2:00 pm EST

Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Powerful, flexible and easy-to-use features now let you see and analyze your traffic data in an entirely new way. With Google Analytics, you're more prepared to write better-targeted ads, strengthen your marketing initiatives and create higher converting websites.

3. Email Marketing

December 18th, 2009.....1:00 – 2:00 pm EST

Creating high-impact emails is now easier than ever. An effective email outreach is necessary on today's digital world. This webinar will take a look at the available software on the marketplace, and walk through some best practices for your email marketing efforts.

5. & Web Applications

February 19th, 2010.....1:00 – 2:00 pm EST

Google Docs is a free, Web-based word processor, spreadsheet, presentation, and form application offered by Google that closely resembles MS Office Suite. Learn how to streamline your company's workflow and increase productivity using web-based file hosting applications.

2. Search Engine Optimization

November 13th, 2009.....1:00 – 2:00 pm EST

Find out how to increase your chances of being on the first page of results for keyword searches related to machine tools. SEO is the lowest cost, most effective way to market your business online. Make sure potential customers can find your company online. This program will cover SEO techniques and strategies for improving your website.

Webinar Fees -

One Session (1):
Members: \$49
Non-members: \$79

Any Three (3)
Sessions:
Members: \$109
Non-members: \$179

All Five (5)
Sessions:
Members: \$149
Non-members: \$299

4. ONLINE MEETINGS

January 22nd, 2010
1:00 – 2:00 pm EST

Make the move to online meetings and discover how easy it is to cut costs and still produce an interactive, engaging experience for your audience. Expand your message and learn the basics of content capture, live streaming, and high quality meeting production. Additional topics also include: archiving content, online video sharing, and educational material production.