

# Online Marketing Firm Wakefly Announces Webinar Series

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*Interactive webinar series to focus on search engine marketing and social media*

**Westborough, MA – January 12, 2009** – Wakefly, an [online marketing firm](#) specializing in the lead generation and conversion tools that deliver a high return on investment, announced its webinar series schedule for the first quarter of 2009. The series, which begins on Thursday, January 15, 2009, is focused on generating qualified leads through online marketing, including pay-per-click search engine marketing, organic search engine optimization, and social media marketing. The schedule of webinars for the first quarter of 2009 includes:

- **January 15, 2009: “Optimizing Pay-Per-Click (PPC) Search Engine Marketing Campaigns”**
- **February 19, 2009: “Organic Search Engine Marketing (SEO)”**
- **March 26, 2009: “Social Media Marketing”**

Each webinar begins at 4 p.m. EST and is free of charge. Register for the webinars at <http://www.wakefly.com/webinar>.

“We received an overwhelming amount of positive feedback regarding our previous webinars, particularly for our recent ‘[Introduction to Search Engine Marketing](#)’ presentation,” said Shawn LaVana, strategic accounts and corporate marketing director at Wakefly. “With our upcoming schedule of live webinars, we will build on the search engine marketing theme with the goal of educating marketers on different aspects of search and social media marketing.”

Registration for all three webinars is open online at <http://www.wakefly.com/webinar>. Archived Wakefly webinars can be found at <http://www.wakefly.com/online-marketing-webinars.aspx>.

## **About Wakefly**

Wakefly is an online marketing firm specializing in the lead generation and conversion tools that will deliver a high return on your investment. We offer a proven tactical process to optimize your marketing initiatives across both online and offline channels. Our expert team, with diverse backgrounds in marketing, technology, and creative, has the combined experience that makes marketing easy. We are committed to delivering high-value leads and measurable ROI. For more information, please visit <http://www.wakefly.com> or call +1 (508) 616-2042.