

FOR IMMEDIATE RELEASE

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Industry veterans team up to bring retail brands, designers & retailers "how to courses" on how to use the internet to market their businesses

WWW.BRINGYOURMARKETINGONLINE.COM

Industry veterans, Bill Napier from Napier Marketing Group and Kraig Mathias from Mathias Media, have teamed up to show retailers how to market their business "ONLINE" using proven marketing techniques and tools to increase leads and do more business.

"We decided to team up and bring these on-line 'how to' courses to our industry simply because no one is doing it and it needs to be done! Business is tough and too often these types of marketing initiatives can be intimidating to retailers, designers and brands. Consequently these services are usually outsourced, if done at all, to individuals or agencies that either don't know your business or just charge too much. We collectively believe that most on-line marketing, social, blogs, email marketing and more should be managed in-house", stated Bill Napier of Napier Marketing Group.

"What's unique about our team is that we bring defined disciplines, working experience and the right technology that will help retailers improve their bottom line, stated Kraig Mathias, the former Chief Operating Officer of Furniture Dealer.net, we will teach the brands, retailers, designers and individuals step by step, to set up, manage and provide the analytics of these various platforms. added Mathias

"We will be inviting industry retailers to share their successes and 'How They Did it' on the various courses we offer. This insures we bring a real life perspective to these courses", added Napier. "We already have several courses in our 'Q'. The first course will be 'All about Blogs & How They Increase Leads by 88%'. We'll be doing a webinar April 16th and 17th at 1PM CDT. The course will cover everything a business needs to understand why they need a blog, how to create the blog, how to host the blog and how to manage the blog. We started with Blogs, because they are the ***most influential on-line platform*** that creates leads and sales, far surpassing typical social media platforms. ***Many retailers don't realize that 61% of consumers have made a purchase based off a blog post and for our industry that is a number that cannot be ignored***", added Napier.

Additional courses that retailers will be able to sign up for are:

1. Everything About Blogs & how to increase your leads up to 88%
April 16th and April 17th; 1:00PM CDT - 2PM EDT - 11AM PDT
Included is a **FREE 24 page Report on Business Blogging** and how it influences consumers and more. Info-Graphics, Statistics & more useful information to help businesses do more business.
2. Everything You Need To Know About Email Marketing & How To Set It Up And Manage it
May, 2014 - TBD



3. Everything You Need To Know About LIVE CHAT & How To Set It Up And Manage it
June, 2014 - TBD
4. Everything You Need To Know About ONLINE ADVERTISING & ADWORD MARKETING. How To
Set It Up And Manage it and own your Competition
July, 2014 - TBD

Home furnishings professionals are encouraged to learn more at:

WWW.BRINGYOURMARKETINGONLINE.COM and download the FREE 24 page report on business
blogging

About Napier Marketing Group

Napier Marketing Group is a full service marketing, advertising and promotion company whose focus is creating, guiding and deploying successful marketing B2B/B2C solutions integrating traditional marketing with the web/social media for its clients.

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About Mathias Media

