



FOR IMMEDIATE RELEASE

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**BIS DESIGNS EQUIPS LOCAL BUSINESS OWNERS WITH DIGITAL
MARKETING TIPS TO GENERATE LEADS & INCREASE SALES
*Complimentary Lunch & Learn set for May 19***

Robertsdale, AL (April 21, 2016) – BIS Designs, an experienced digital marketing firm on the Gulf Coast, will host a seminar designed to equip local businesses with the tools necessary for generating leads and increasing sales through digital marketing. This valuable business lunch and learn is planned for Wintzell's Oyster House restaurant located at 805 S Mobile Street, Fairhope, AL on Thursday, May 19th from 11:30 am – 1 p.m.

During the presentation, Phillip Long, CEO, will discuss the latest digital marketing strategies to help businesses on the Gulf Coast enhance revenue. There is no charge to attend however reservations are required and may be made by visiting <http://www.askbisdesigns.com/seminar> or calling 251.410.7601.

According Social Fresh, the first listing on Google receives 33% of clicks from organic searches. This seminar will give local business owners tools and information they need on digital marketing elements like social media marketing, search engine optimization, email marketing and web design and digital marketing.

Who Should Attend?

The lunch seminar is designed for C-level executives and managers who have an interest in learning more about digital marketing.

Long will discuss the necessary components for a success digital marketing plan every business must implement if they want to grow their business.



“Convinceandconvert.com stated that 44% of email recipients who received a promotional email last year made a purchase based on that email.” said Phillip Long, CEO. Long continues, “Many of the small businesses in the area just aren’t utilizing inbound marketing like they should to achieve a higher return on investment. For a SMB, inbound marketing tactics like social media, SEO and email would be a great way to keep advertising costs low while bringing in more business.” (Photo: Phillip Long)

To learn more about this event, visit <http://www.askbisdesigns.com/seminar>. Additional business updates are planned throughout 2016. For more information, <http://www.askbisdesigns.com> for details.

About BIS Designs

BIS Designs provides web design and digital marketing services to hundreds of small and medium businesses in the local market. With the solid understanding that marketing is vital to the success of your business, BIS Designs is de-bunking the “if you build it, they will come” myth by providing the highest quality web design and digital marketing solutions available. Headquartered in Robertsedale, Alabama, BIS Designs has been serving Gulf Coast businesses for over 6 years. Learn more at www.askbisdesigns.com.

About BIS Technology Group

BIS Technology Group is the technology leader on the Gulf Coast and is comprised of four divisions: information technology, web design & digital marketing, office equipment and business consulting. Together these divisions help local businesses exceed expectations and allow them to group to their full potential while minimizing risks. To learn more about BIS Technology Group, visit bistechnologygroup.com.

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