



**FOR IMMEDIATE RELEASE**

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**BIS DESIGNS EDUCATES LOCAL PENSACOLA BUSINESSES ON DIGITAL  
MARKETING STRATEGIES TO GROW THEIR CLIENT BASE  
*Complimentary Lunch-and-Learn Event on September***

**Robertsdale, AL (August 24, 2016)** – BIS Designs, experienced digital marketing firm on the Gulf Coast, will host an educational presentation on “How to Develop and Implement a Successful Digital Marketing Plan to Increase Company Revenue” at their luncheon seminar on Thursday, September 22<sup>nd</sup> from 11:30 AM to 1:00 PM at The Fish House in Pensacola, Florida. Reservations are required and can be made at [www.askbisdesigns.com/seminar](http://www.askbisdesigns.com/seminar) or 251.410.7601.

This free event will help organizations in Pensacola and Gulf Breeze learn about the different components of a successful digital marketing strategy including email marketing and search engine optimization. The CEO of BIS Designs, Phillip Long, will discuss topics such as how to use your website to convert visitors into leads, what you can do to optimize your website for search engines and how to incorporate email into your marketing campaigns.

*The Verge* reported that more Google searches take place on mobile devices than desktops. During the seminar, BIS Designs will discuss mobile websites and Google updates with the new Penguin 4.0.

*Who Should Attend?*

Business owners and marketing managers who are interested in growing their company through digital marketing.



“*Social Fresh* stated that the first organic listing on Google receives 33% of clicks,” said Phillip Long, CEO. Long continues, “In order to drive traffic to your website, businesses need to optimize their websites for mobile and search engines which will lead to an increase in ranking on search engines like Google and Bing. I’ll be discussing this along with three other digital marketing strategies that will put your business on the map.” (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 Robertsdale, Alabama, BIS Designs has been serving Gulf Coast businesses for over 6 years. Learn more at [www.askbisdesigns.com](http://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](http://bistechnologygroup.com).

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