

EMG to Host Web Redevelopment Webinars for Higher Education and Healthcare Markets

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IRVINE, CA – In a world where staying ahead of the competition and being relevant can either make or break a business, the need for redeveloping your organization's web presence is a critical issue more than ever before. Earthbound Media Group (EMG) will host two complimentary webinars for marketing professionals and stakeholders in the higher education and healthcare markets lead by Chief Operating Officer and Managing Partner Blaine Behringer and Director of Communications and Brand Experience Amanda Vande Brake. The webinars titled End-to-End Higher Education Web Redevelopment: Planning for Success and End-to-End Healthcare Web Redevelopment: Planning for Success will be held on Tuesday, October 13th, and Wednesday, October 14th, from 10:00 to 11:00 a.m. (PDT) respectively.

“Websites need continuous refinement and improvement and sometimes even comprehensive redevelopment,” explained Vande Brake. “In order to retain value among search engine rankings, businesses need to maintain a strong web presence by offering their target audiences relevant content along with an engaging, user-centered website experience. With EMG's experience in research, observation, analysis and strategic planning toward understanding consumer behavior, EMG has helped clients successfully achieve greater visibility and increased online conversion via global web redevelopment. In doing so, we simply equip our clients' consumers to see the value of our clients more clearly.”

The webinars will cover web redevelopment strategies to ensure brands and organizations alike are recognized and continue to thrive within a highly competitive online arena inundated with marketing noise. Behringer and Vande Brake will discuss best practices and refer to cases of EMG's successful web presence redevelopment including Loma Linda University Medical Center and City College of San Francisco.

Additionally, EMG's presenters will draw attention to the challenges and importance of web redevelopment during each hour-long presentation. Topics that will be discussed include the case for website redevelopment, what to expect and how to manage common challenges, how to put your user first in order to achieve marketing goals, technology solutions for marketers and developers, and finally, probability and timeliness for success.

To learn more about how EMG applies the most cutting-edge tools and methodologies toward achieving successful web redevelopment outcomes, register online today to reserve your seat at:

· End-to-End Higher Education Web Redevelopment: Planning for Success Webinar:

www2.gotomeeting.com/register/699363026

· End-to-End Healthcare Web Redevelopment: Planning for Success Webinar: www2.gotomeeting.com/register/391004859

About EMG (www.earthboundmediagroup.com)

EMG is a one-of-a-kind, technology-driven strategic marketing agency. Our singular goal is to evolve the digital and visual landscapes of business for corporations, brands and non-profits worldwide.

As a leader in the marketplace, EMG has single-handedly set a benchmark for complexity, creativity and vitality in the solutions we have provided for both our partners and clients alike.

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