

EMG Presents Service Line Landing Pages & Microsites Webinar

Date: 11-26-2009 01:03 PM CET

Category: [Advertising, Media Consulting, Marketing Research](#)

Press release from: [Earthbound Media Group](#)

IRVINE, CA – With the world wide web becoming more heavily inundated with clutter and unnavigable content, healthcare institutions now have the responsibility to provide web users and potential consumers a user-friendly experience. Earthbound Media Group (EMG) will host a complimentary webinar titled “Service Line Landing Pages & Microsites: The keystones to Your Lead Generation Campaign” on Wednesday, December 2nd, 2009, from 10:00 to 11:00 a.m. (PST). Presented by EMG Managing Partner and Chief Operating Officer Dr. Blaine Behringer, the hour-long webinar will cover industry best practices for developing the most cost-effective, lead generation landing pages and microsites.

“In terms of driving traffic from online and offline marketing campaigns, service line landing pages are an extremely important component of many online marketing initiatives because you are able to offer your audience ultra-relevant content,” explained Behringer. “Landing pages can also be optimized with specific keywords and phrases for search engine indexing. In turn, integrating landing pages and microsites into your marketing mix can result in a dramatic increase in conversion rates and the quality of leads.”

The webinar will draw on EMG’s expertise and experience acquired while building lead generation landing pages for healthcare clients Loma Linda University Medical Center and St. Helena Hospital. Behringer will discuss best practices for content and design, how to integrate landing pages and microsites into online and offline campaigns, and finally, the cumulative value proposition of landing pages.

To learn more about how EMG’s clients are driving more qualified leads via service line-oriented landing pages and microsites, register online today to view the complimentary webinar at: www2.gotomeeting.com/register/800554026.

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.

Earthbound Media Group
14988 Sand Canyon Ave., Studio 5
Irvine, CA 92618
949.857.4000
emginfo@earthboundmediagroup.com

[You can find this press release here](#)