

*Religion*  
*Communicators*  
*Council*

*Dallas - Ft. Worth Chapter*

# *E-NEWSLETTER*

August Chapter Meeting  
Dallas-Fort Worth Chapter RCC  
Thursday, August 27 12 noon to 1:30 p.m.  
University Park UMC, Dallas (4024 Caruth Blvd)  
\$15 (includes lunch)  
Reservations to: dchristian@umr.org (214.630.6495 x147)

Join the group to hear Beth Kahlich, a principal with WSI (**We Simplify** the Internet), an consulting company. WSI works with small and medium-sized businesses to ensure each business realizes the full profit potential offered by Internet technologies and techniques. Beth has a background in marketing and advertising as well as skills and interests in the latest techniques and technologies.

WSI shows businesses how to grow online. Not to be confused with web designers, they don't simply design websites. They specialize in building customized Internet Business Solutions to help businesses generate more revenue and increase online profitability, no matter what industry you're in. More information is available on their web site [www.wsInternetWorks.com](http://www.wsInternetWorks.com).

In her presentation she'll touch on matters such as: (Keep in mind that internet marketing is very broad subject.)

- Marketing products and services on the internet is an available tool to get your message out - whether that message is promoting a church's activities, finding new or more market audiences, targeting known audiences, etc.
- How does a web site & other forms of internet marketing best fit into a total communications plan for an organization?
- How to make best use of a web site. (Planning, of course, but after it's done.) Also, when do you know if it's time to make changes?
- How does using social networking sites fit into the picture?
- How much should you expect to pay for ads on sites like Google, can the amount be negotiated, etc.?
- What's the difference in impressions versus pay-per-click rates?

Looking forward to seeing you at the meeting.