

CEO and Internet Marketing Speaker Provides Tips to Get Ahead on the Web in June 26th Teleseminar

Renowned internet marketing speaker and CEO of the interactive advertising agency .Com Marketing will share internet marketing insights at The Principal Women in Business popular complimentary teleclass on Tuesday, June 26th 2007.

June 13, 2007 (FPRC) -- (Des Moines, Iowa) – As a dedicated partner to women business owners, the Principal Financial Group® has enlisted Hillary Bressler, CEO and founder of interactive advertising agency .Com Marketing as the speaker for the complimentary teleclass, “Get Connected: The Latest and Greatest Technology for Growing Businesses.”

The program, to be held June 26, is part of the award-winning educational series that provides tangible advice to entrepreneurs.

“Hillary is a pioneer in an up-and-coming industry, with over 10 years of experience in strategic internet marketing and online advertising. A respected speaker and consultant, Hillary’s insight and dynamic personality allow audiences to connect with her as they take away essential tips on progressive technology tools to grow businesses,” says Michelle Swanda, advertising officer for The Principal®.

According to a survey conducted by Roper Public Affairs and Media for Inc. magazine, 95% of entrepreneurs find it important to keep abreast of the latest developments in technology and want to be kept aware of any new technology that can help their business succeed.

The teleclass series, launched in 2003, features frequent and diverse speakers from bestselling author Suzy Welch, to internationally-renowned organization and time management expert Julie Morgenstern, to chocolate visionary and multi-million dollar business owner Katrina Markoff.

Held on “Teleclass Tuesdays,” the sessions are exclusively designed to respect the busy schedules of a growing business owner. Each session allows the audience unique interaction in a casual format with nationally-recognized business leaders and thinkers, many of whom are women entrepreneurs themselves.

Meet the Speaker:

Celebrating its 10th year in business, internet marketing speaker and CEO Hillary Bressler’s full-service interactive advertising agency, .Com Marketing, is ranked among the nation’s top 100 interactive agencies according to Ad Age Annual Interactive Agency Report. The company has designed and marketed more than 500 websites for such clients as MP3.com, Marriott & Renaissance Offshore Resorts, Marriott Vacation Club International, Tribune Interactive, Universal Orlando and McDonald’s.

A respected and highly requested internet marketing speaker, Bressler has provided her expertise to an array of groups and organizations such as: University of Central Florida, Best Western Annual Corporate Meeting and the National Association of Women Business Owners (NAWBO).

Bressler's experience and success in the interactive marketing industry makes her a frequent resource for news media. Due to her high energy and articulate manner, Bressler has been quoted, interviewed and profiled by: "World News Tonight with Peter Jennings," CNN/fn, Fox News, Entrepreneur Magazine, Florida Trend and Orlando Sentinel.

How to Get Involved:

Register for teleclasses, hear audio of past classes and garner leading resources on a wealth of salient growing business issues from fellow business owners at www.principal.com/women. Classes are held at 12 p.m. Central (1 p.m. Eastern, 11 a.m. Mountain and 10 a.m. Pacific) on the dates scheduled.

About the Principal Financial Group: The Principal Financial Group® (The Principal ®) is a leader in offering businesses, individuals and institutional clients a wide range of financial products and services, including retirement and investment services, life and health insurance, and banking through its diverse family of financial services companies and national network of financial professionals. A member of the Fortune 500, the Principal Financial Group has \$270.1 billion in assets under management as of March 31st 2007 and serves some 17.6 million customers worldwide from offices in Asia, Australia, Europe, Latin America and the United States. Principal Financial Group, Inc. is traded on the New York Stock Exchange under the ticker symbol PFG. For more information, visit www.principal.com.

About .Com Marketing: .Com Marketing is an interactive advertising agency headquartered in Orlando, Florida. Founded in 1997, .Com Marketing's focus and commitment to online marketing has earned the company a place among the nation's top 100 interactive marketing agencies as ranked by Ad Age Magazine. .Com Marketing offers a comprehensive menu of services from interactive strategic planning, to online media buying, to website design and search engine optimization, to out of the box marketing strategies such as podcasting and branded viral games.

Contact Information

For more information contact Lia Randazzo of .Com Marketing (<http://www.commarketing.com>) 312-782-7922

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