

Akers Consulting Group Kicks Off Free Seminar Series for Business Owners

Seats Filling Fast for Small-Business Course on Local Online, Mobile & Social Media Marketing

April 14, 2011 (FPRC) -- Akers Consulting Group announces a FREE seminar series in Montgomery County, helping small-business owners gain more customers and increase sales by understanding and leveraging the power of emerging marketing platforms. The Local Online Marketing, Mobile Marketing and Social Media Course, known as LMS Success and sponsored by Akers Consulting Group, provides an opportunity for entrepreneurs and business leaders to dramatically increase sales by ensuring potential customers can easily find them online, and by actively engaging existing customers through mobile marketing and social media, resulting in increased loyalty and purchase frequency.

David Akers, Speaker, Author and President of Akers Consulting Group, will facilitate the seminar. "We have a lot of valuable information that we are providing during these free seminars. Attendees are commonly surprised at their ability to leverage the same marketing platforms that major businesses are using. Business owners will walk away with tools and tips that they can leverage right away, and many of the tools we'll share are absolutely free," Mr. Akers explained.

Reneé Blomstrom, Director of Public Relations at the PV Chamber of Commerce, having attended an earlier LMS Success seminar, provided her praise of the program, " David's LMS Success seminars are engaging, entertaining, and full of great information that business owners desperately need and can use right away. I highly recommend!"

Topics that will be covered during the seminar include:

- The keys to securing high rankings on Google and other Local Online search engines so that potential customers can easily find you.
- How to list your business on hundreds of free Local Online search platforms.
- How to leverage the expanding power of Mobile Phone marketing, including SMS texting, QR codes, Mobile web pages and Mobile Coupons.
- The keys to running an effective Social Media marketing program, and how best to engage consumers to drive sales.
- How you can set yourself apart from your competition using Facebook.

Those who'd like to attend the popular seminar should register at <http://lmssuccess.com> to ensure a spot in what's likely to be a full-capacity event.

The seminars have been made possible—and at no cost to attendees—thanks to Akers Consulting Group's ongoing commitment to supporting the local business community.

Business owners can register for one of the following free events in:

- Phoenixville; Franklin Commons; May 19, 2011, 9:30 am - noon
- Phoenixville; Franklin Commons; June 16, 2011, 9:30 am - noon
- Phoenixville; Franklin Commons; July 20, 2011, 6:00 pm - 8:30 pm

Additional seminar dates / locations can be found at <http://lmssuccess.com>

About Akers Consulting Group LLC.

Akers Consulting Group helps business owners, leaders and other professionals find greater success through effective and affordable consulting, coaching, marketing and training services. We leverage our more than 20 years of experience working with businesses and individuals, along with our cutting edge tools and industry knowledge to develop custom solutions to overcome the barriers that are keeping our clients from achieving a higher level of success. Our LMS (Local-Mobile-Social) programs provide an affordable choice for business owners that understand the importance of leveraging these key marketing platforms, but do not have the time or knowledge to execute them in-house.

Akers Consulting Group LLC, based in Royersford proudly serves clients in the Eastern Pennsylvania market, as well as across the U.S.

To learn more, visit <http://akersconsultinggroup.com> and <http://lmssuccess.com>

View our customized Facebook at <http://facebook.com/AkersConsulting>. Please "like" us while you are there.

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Keywords

[LMS Success](#)

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