

Author Donates eBook To Help Non-Profit Organizations Market Themselves Online

Houston web designer and author, Brian Bearden, gives away his trade secrets for #GivingTuesday

HOUSTON, TX, UNITED STATES, November 29, 2017 /EINPresswire.com/ -- In honor of [#CyberMonday](#) and [#GivingTuesday](#), Brian Bearden, local Houston author and web expert, donates unlimited copies of his eBook "52 Tips To Turn Your Website Into A Sales Machine." Bearden's goal is to help nonprofit organizations market themselves like the corporations he works with daily.

"So many nonprofit organizations can't afford to hire a marketing company, says Bearden, "so they end up designing their own website. The website is the first impression of their organization that a lot of potential donors, volunteers, media, etc. see."

Bearden is the CEO of Upstream Marketing, a local online marketing company that specializes in helping turn outdated, neglected websites into the true online marketing tool they were meant to be.

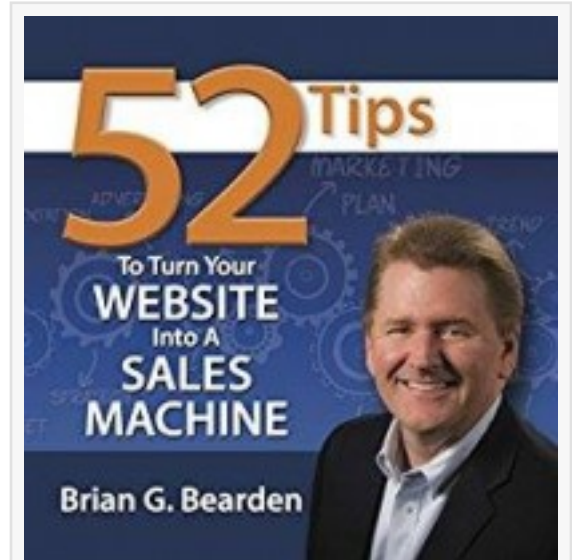
To write his book, Bearden put together some of the top [website tips](#) he uses to help his corporate clients with their websites. "I hope those who read the book will be motivated to implement the website tips to help their organizations make a positive first impression. The tips are written so they are easy to understand and easy to implement."

Bearden is offering his ebook for FREE on [#CyberMonday](#) and [#GivingTuesday](#), November 27 and 28, 2017 through Amazon.com.

[#GivingTuesday](#) is a global day of giving fueled by the power of social media and collaboration. [#GivingTuesday](#) is celebrated on the Tuesday following Thanksgiving (in the U.S.) following the widely recognized shopping events Black Friday and Cyber Monday, [#GivingTuesday](#) kicks off the charitable season, when many focus on their holiday and end-of-year giving.

When discussing [#GivingTuesday](#) and his decision to make the book available as a FREE download, Brian stated, "For many nonprofits their marketing is handled by volunteers of the organization. My hope is that when they read the tips in this book, they have a better understanding of the strategy behind having a successful website."

Bearden has over 17 years of online marketing experience, working with Fortune 500 companies, start-ups and entrepreneurs. He hopes the information in his book will help nonprofits get their message out to the community that they serve



web marketing

To claim your free copy of the book, go to: <http://goo.gl/WwVczs>.

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