



AUXILIUM TECHNOLOGY LENDS ITS AWARD-WINNING EXPERTISE

A REGIONAL LEADER IN DIGITAL MARKETING HELPING LOCAL BUSINESSES THRIVE

ROCKVILLE, MARYLAND, UNITED STATES, June 6, 2018 /EINPresswire.com/ -- (Rockville, Maryland) – The [Gaithersburg-Germantown Chamber of Commerce](#) will be featuring “[Not Another Social Media Course](#),” as part of their seminar series: “Real Seminars.” The event scheduled for June 13th, 2018, will begin registration starting at 7:45 AM and the primary event will begin at 8:00 AM. This event is open to the public and is intended to help the business community.

This seminar will allow audiences to gain exclusive knowledge from industry pros. The Gaithersburg-Germantown Chamber seeks to provide local businesses valuable education in how to best use social media to grow their business. Local professionals will learn the essential tools and techniques it takes to compete in the modern marketplace, and maximize their potential doing so.

A featured speaker at the event will be [Auxilium Technology](#)'s Chief Technical Officer, Ed Samuels. He will be presenting techniques and strategies for best practices in social media marketing that can boost your overall presence across the web.

TECHNIQUES FROM THE PROFESSIONALS THAT USE THEM.

Businesses across all segments are engaging in social media marketing, and many are handling their own marketing in this area. Because social media is an everyday part of our personal lives, it's easy to think we know everything about it. This fact has led many to believe they can dive right in and start marketing themselves professionally on Facebook, LinkedIn, Twitter, and so on... However, the key to success in marketing a business to achieve conversion of viewers into customers on these platforms goes well beyond what we do with our personal social media accounts.

To help businesses maximize their social media marketing, this event provides a rare opportunity to gain insights, usually only accessible through advanced education courses. Through this seminar, audiences can learn some of the professional techniques Auxilium uses to achieve success as the region's leading digital marketing firm. Ed Samuels's extensive experience in strategic marketing offers a big-picture approach to how to use social media so that you can take your web presence to the next level.

Ed Samuels' role as a web marketing thought leader, means audiences will gain highly sought-after expert techniques. Auxilium's performance and innovation in web development, SEO, Local-SEO, and Social Media Marketing, has made them the recipient of 13 awards in 2017 alone. And this drive to be an industry leader has culminated in them year after year earning the exclusive title of Certified Google Partner. These reasons and more are why audiences of this seminar can expect to walk away with more than they might expect.

This presentation will feature the six critical SEO steps you must take to give your pages a chance to rank well on Google. Learn how to use social media tools like video, blogs, LinkedIn, Facebook, and Twitter to generate interest, and increase brand recognition. Understand the importance of developing

original content for your SEO and social media marketing. And gain insight into how to choose proper keywords, so that your pages are found on Google, and viewers are driven to your business.

Auxilium's goal with this presentation is to educate audiences about the importance of overall business social media marketing, and SEO has. With the internet now serving as the public's primary means of being introduced to local businesses, it's crucial that digital marketing is given priority in any business plan.

When asked about the key takeaways people can expect to gain from this seminar, Ed Samuels states:

"When you're done with this seminar, you will understand how your website and social media should work together, to work for you. The knowledge you learn through this seminar is essential for getting your digital marketing right."

A COMMUNITY LEADER HELPING TO LEAD THE WAY.

As the region's leading digital marketing firm, Auxilium is committed to supporting local businesses and organizations that help this community thrive. The award-winning services and Google certified status of Auxilium means audiences can expect to get high-quality industry-leading advice.

Through contributions to the region's Chambers of Commerce, networking groups, and local charities, Auxilium fulfills its mission of supporting the local community and helping everyone to thrive.

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