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## Internet Marketing With Fizz:

Room: Sunbrook A & B

Online Advertising Strategies for Small Business on a Budget

**Presenter:** **Jay Bean**  
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Mr. Bean will show how even a small advertising budget can maximize online presence through deploying Search Engine Marketing, Search Engine Optimization and Pay per Click Advertising. Also, Maps Optimization is utilized by OrangeSoda to give local businesses the chance to own the last wide-open real estate on the search engine results page. No other online marketing company in the world offers full-scale SEO services at prices affordable for small and medium size businesses. Mr. Bean's company, OrangeSoda, has a track record of making small businesses more successful through better use of the Internet. This session will provide Web-base marketing insights potentially worth thousands of dollars in new revenues to your company. Learn how to maximize your internet website and not underutilize your internet dollars.

**Jay Bean** is the founder and CEO of OrangeSoda, Inc., a marketing-driven technology company that empowers merchants with smaller advertising budgets to maximize their online presence through its search marketing and optimization platform. He is responsible for guiding the company's strategy and growth. OrangeSoda has helped thousands of businesses implement successful online advertising since bringing its core technology to market in early 2007. Through the company's proprietary, analytics-driven campaign management center, local business owners are now realizing the effectiveness of localized search engine marketing and optimization.



Prior to OrangeSoda, Bean founded ah-ha.com, a leading pay-for-performance search engine marketing company, in 1999. ah-ha.com connected tens of thousands of merchants with millions of consumers via highly targeted pay-per-click advertising programs, including paid search listings, contextual advertising, and paid inclusion. In February 2003, ah-ha.com was acquired by Marchex Inc. (MCHX). Bean held several senior executive management positions during his seven years at ah-ha.com (later renamed Enhance Interactive). Bean spends his time away from work with his wife and four children enjoying many outdoor activities and traveling.