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FOR IMMEDIATE RELEASE

## **SnapHawk Facilitates Interactive Dialogue with SCORE Entrepreneurs**

On June 13th 2008, SnapHawk's Managing Partner and Founder, David Miller presented at a SCORE Chicago workshop with Jacob Cynamon, previous Partners Relations Lead at Microsoft Corporation and experienced entrepreneur. An audience of more than 50 entrepreneurial business owners was present for this workshop. The diverse backgrounds of the attendees and their product and service niches made for a relevant and engaging learning experience for each participant.

Miller and Cynamon illustrated and discussed the essentials of Search Engine Marketing and related topics to support business owners developing online marketing strategies including:

### **Search Engine Marketing**

- Pay-Per-Click (PPC)
- Search Engine Optimization (SEO)
- Web Analytics and How to Track

### **Spreading the Word**

- Email / Newsletter Marketing
- Blogging / Forums / Wikis
- Podcasts, Webcasts
- Social Networking

The presentation was informative, interactive, and received abundant positive feedback and commentary from the audience.

SnapHawk uses in depth expertise and experience, and seeks to provide entrepreneurial businesses with marketing opportunities inside and outside the business classroom. This interactive learning dialogue mirrors the entrepreneurial growth that SnapHawk nurtures through Search Engine Marketing.

### **About SnapHawk**

SnapHawk ([SnapHawk.com](http://SnapHawk.com)) specializes in successful Internet advertising that is simple and profitable; specifically, search engine marketing for small- and mid-sized businesses. SnapHawk professionally develops, implements and manages performance across all major search-ad networks, including Google, Yahoo and Microsoft. Pay-per-click ("sponsored links") advertising accounts empower clients to confidently maximize Internet advertising results while saving time and money. Proper setup and management of these powerful programs usually can make the difference between an advertiser's failure or success.

Over 500 million searches are done—each day—through search engines such as Google and Yahoo! Direct marketing allows businesses to reach consumers at their computers by generating ads related to these searches. Visit [www.SnapHawk.com](http://www.SnapHawk.com)

### **About Score**

SCORE ([www.score.org](http://www.score.org)) is a nonprofit association and resource partner of the U.S. Small Business Administration dedicated to entrepreneur education and the formation, growth and success of small business nationwide. Their 389 chapters and 10,500 volunteers nationwide provide for free counseling and workshops for entrepreneurial communities.

For additional information please contact Nancy Jackson, Media Relations or David Miller, Managing Partner and Founder of SnapHawk at 1.800.SnapHawk (1.800.762.7429).

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