

Cord Media Launches Series of Marketing Seminars to Help Coachella Valley Business Owners

Free seminars on October 8th and 9th will offer advice on retaining market share, building customer satisfaction and increasing revenue.

Sept. 27, 2007 - [PRLog](#) -- Palm Springs, CA -- Cord Media announced today it will offer a series of seminars designed to provide Coachella Valley business owners with critical training to market their businesses strategically and cost-effectively. The program will explore the skills necessary to advance in business and will feature important recommendations from a panel of successful corporate executives.

The one-hour seminars on Monday, October 8th and Tuesday, October 9th will focus on a full range of marketing topics including advertising basics, online development, the power of strategic alliances and cross-promotion, public relations and aggressive television marketing. Business owners will also have an opportunity to ask questions of the featured speakers and receive valuable one-on-one consultation.

“We have found that business owners need support to help them achieve their goals,” said Cord Media CEO Jonas Udcoff. “We are hoping these seminars give them some insight into the keys to successful marketing campaigns and ultimately teach them how to capitalize on their opportunities and increase their profits.”

The FREE seminars will take place at the Hotel Zoso at 150 South Indian Canyon Drive in Palm Springs. Sessions begin each day at 8am. The final seminar each day will begin at 4:30pm. Participants must RSVP by registering online at www.cordmedia.com or by calling 760.612.3275.

Included in the seminar program will be an unveiling of New Home Television, the most interactive and comprehensive marketing opportunity available to area businesses. Launching in early October, New Home Television is a nationwide television program highlighting local, regional and national builders, and offering advertising opportunities to a wide range of related industries including insurance, mortgage banking, furnishings and landscaping.

Session participants will learn how they can be a part of this cooperative advertising program and how it is working for other businesses. Current clients include everything from boutique builders such as Desert Design Builders in Palm Springs and larger, publicly traded companies such as K. Hovnanian and Standard Pacific.

“Our goal at Cord Media is to revolutionize the business owner’s approach to marketing,” added Udcoff. “We offer affordable solutions for our clients and we are excited to show Valley professionals how to get a better return on their marketing dollar.”

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About Cord Media

Serving all of Southern California, Cord Media Company is a firm specializing in media sales representation, advertorial programming and television production. Launching a variety of productions in the fall of 2007, Cord Media will provide advertisers with what a thirty second spot simply cannot deliver. Cord Media’s staff is comprised of former and current television journalists with extensive production and design backgrounds. Check out www.cordmedia.com for the latest news from this aggressive, stylish and cutting-edge production team.

Website: www.cordmedia.com

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