

Doug Mitchell - Chief Brand Amplifier

# ORGANIC



# FINDABILITY



"If you're in business or starting a business...a clear web strategy should be your FIRST priority for Q4 - 2009"

## ONLINE FINDABILITY IS GROWN AND CULTIVATED

**"So many firms jump online (and stay online) with a stale and static brochure site...only to find they've wasted months and thousands of dollars to remain invisible online. Start smart online with an interactive and socially findable site and have a clear web strategy and results will follow."**

After spending the early part of his career in Enterprise Technology Sales, Doug took the leap into the start up world in 1999. Doug often remarks that,

**"Those 2.5 years in my first start up were more valuable than 25 years in a cubicle."**

During his last start up experience, Doug shed the daily grind of the Southern California lifestyle and moved his family to the heart of the Midwest, Des Moines, Iowa. There, Doug honed his network, flexed his online findability muscles, and launched his own company.

In 2007, Mitchell launched [createWOWmedia](http://createWOWmedia.com) which helps companies amplify their online brands and tell their brand stories through compelling multimedia.

Doug's talks center around "**How to Grow Organic Findability**".

*Today, if you're not findable online...you're invisible. Ask yourself where you look first for information? (Did you say Google?)*

*Now how many companies are spending tangible marketing dollars to be found where most are looking? (A few at best).*

*Organic Findability is yours for the taking if you abandon your perceptions about what "brochure sites" do for your business and embrace the new world where fresh, relevant, and engaging content is king.*

*I can't wait to meet you in person. Please give me a call, email me, or DM me on Twitter. Find out more about me at [www.dougmitchell.me](http://www.dougmitchell.me)*



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