



Internet Services Group of Florida, LLC

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FOR IMMEDIATE RELEASE

SOCIAL MEDIA MARKETING SPECIALIST, CHARLY CALDWELL II, PRESENTS AT ICWA CONVENTION

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Summary:

- Social media marketing specialist, Charly Caldwell of Internet Services Group of FL, and Jason Evers of Coastline Window Cleaning presented to over 300 attendees as the keynote speakers at the International Window Cleaners Association Convention and Trade Show.

FORT MYERS, FLORIDA – February 18, 2011 - Social Media marketing specialist, Charly Caldwell presented along with Jason Evers to more than 300 people at the International Window Cleaners Association (IWCA) Convention and Trade Show last weekend. The topic of the presentation was “How to Network Effectively”, providing useful resources and suggestions for effective networking, both in person and through social media online.

“Speaking to this group was a wonderful opportunity,” said Charly Caldwell, Founder and President of Internet Services Group of Florida. “Jason and I were able to educate around 300 people from around the United States, and provide them with valuable strategies that will allow them to extend their personality and networking efforts online. Through the proper use of Social Media and other online resources, these business professionals will now be able to translate their networking into the creation of new business.”

In the kick-off keynote session, [Jason Evers](#) of [Coastline Window Cleaning of Fort Myers](#) discussed the value of effective networking, how to network more effectively, and how to make it more comfortable for everyone. Charly Caldwell, of Internet Services Group of Florida, LLC (ISG), followed up with a presentation entitled “Create Business Now with Social Media”.

In Caldwell’s presentation, he provided an in-depth look at the latest social media avenues that are currently available, and explained how this type of networking can be used as a valuable tool to create new business. He also discussed strategies for ranking in

Google and other search engines, along with various other no cost online techniques that will help generate business.

Social Media Marketing Specialist, Charly Caldwell II, is available for speaking engagements nationally. For more information, call ISG at (800) 775-9280 or contact Charly Caldwell II at www.isgfl.com/contact.

About Internet Services Group of Florida:

Internet Services Group of FL, LLC, is a national Internet marketing and Web development company headquartered in Fort Myers, Florida. ISG specializes in all forms of Web marketing, new media and social media strategy creation and implementation, search engine optimization, search engine marketing, Web site design and development, graphic design and video creation.

Internet Services Group of Florida, LLC can be reached toll free at (800) 775-9280, or via their Web site, www.isgfl.com. The company's Web Starter Kit service is available online at: www.isgfl.com/news-kit.

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