



## Internet Services Group of Florida, LLC

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### **FOR IMMEDIATE RELEASE**

## **FLORIDA INTERNET FIRM ANNOUNCES ADDITION OF WEB MARKETING TEAM**

### **SUMMARY:**

Florida Internet Firm, Internet Services Group of FL, LLC, Helps Businesses Make the Most of New/Social Media.

### **CONTACT:**

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FORT MYERS, Florida--November 17, 2009--Florida Internet Firm, Internet Services Group of FL, LLC has announced the addition of their Web Marketing Team. This team will be crucial to helping ISG customers grow by better leveraging their Internet presence by increasing their visibility.

*How does ISG accomplish this?*

It starts with a [Web Marketing Report and Action Plan](#) that contains the ISG recipe for client success using new media and social media. ISG offers full service, all-encompassing web marketing implementation packages. Or, for those who know they need a consistent presence in specific new media such as Twitter, Facebook, LinkedIn, and want a cost-effective option, ISG also offers an a la carte option.

ISG clients can participate and collaborate with the ISG Web Marketing Team as much or as little as they want through the use of a powerful online project management tool called [BaseCampHQ](#). ISG then tests and measures everything, provides monthly executive summaries and monthly meetings to personally ensure successful results. Charly Caldwell, Owner and Founder of Internet Services Group of FL, LLC states, "Just as I mention in the presentations I've been giving around Southwest Florida in relation to Web Marketing, we test and measure everything we do for our clients. This allows us to do more of what works and either refine, or stop, what doesn't." He staunchly believes that measuring everything is vital because you can't improve what you don't measure.

**About Charly Caldwell II:**

Charly Caldwell II appeared in the November 2008 issue of Success Magazine. Charly founded Internet Services Group of Florida, LLC in Fort Myers, Florida, in 2002, after semi-retiring from selling his first business, Internet Services of Michigan, Inc., in 2000. Charly has worked with Ted Nugent (built and hosted his Handicapped Hunters web site), KISS (hosted their first web site - KISSOnline, and build the enhanced menu of their CD PsychoCircus), and hosts Sebastian Bach (Skid Row) web site to this day.

Charly can be found on Twitter, Facebook and LinkedIn. To read Charly's blog about "Fast Track", visit <http://thebigpicture.isgfl.com/2008/06/12/fast-web-site-design/>

**About Internet Services Group of Florida, LLC:**

Internet Services Group of Florida, LLC, creators of the national web service WebStarterKit.com, create & market dynamic web sites using a results oriented approach. The company specializes in web design, web marketing, search engine optimization, custom programming, and graphic design. Internet Services Group of Florida, LLC can be reached toll free at (800) 775-9280, or via their web site at: [www.isgfl.com](http://www.isgfl.com). The company's WebStarterKit is available online at: [www.webstarterkit.com](http://www.webstarterkit.com).

Access the company's online News Kit at: [www.isgfl.com/news-kit/](http://www.isgfl.com/news-kit/) featuring photos for print and web, company logos and more.