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FOR IMMEDIATE RELEASE

Internet Marketing Specialist, Charly Caldwell II Presents Social Media and New Media Marketing to National Real Estate Firm

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SUMMARY:

Internet Marketing Specialist, Web design and Web marketing firm Owner, Charly Caldwell II, presents social media and new media marketing to national real estate firm, Sellstate.

FORT MYERS, FLORIDA--December 28, 2009--Charly Caldwell II, Founder & President of Internet Services Group of Florida, LLC recently gave a presentation about social media and new media marketing to national real estate firm, Sellstate. Charly has been giving two to three presentations per month online and in Florida.

"What's really interesting is that this opportunity was born from an online news release--one of our forms new media marketing! A real estate broker in Southwest Florida did an online search for the phrase 'social media' and found our news release, calling me immediately after seeing our release. Within a week, I spoke to 35 people at her monthly agent meeting. As soon as that presentation ended, the broker recommended me to Sellstate National to make the presentation again, only on a bigger level. Talk about the power the Internet! It's amazing!" says Charly.

As so many are finding, a well structured new media campaign started in the morning can generate leads and give deliver by lunch.

As a result of the boom in inquiries and new media business, Charly and ISG have added a dedicated Web Marketing Team to keep up with the demand. More and more people are switching from traditional advertising (print, radio and television) to new media because it works so well along with the fact that it's completely measurable.

Remarks Charly, "Millions of people are making buying decisions from their iPhones, Facebook, Twitter, and the search engines, such as Google--if you're not on board, you're missing out, BIG TIME! As many are finding, traditional media, such as the phone book, newspaper ads, flyers, and even TV and radio are generating less activity than they used to. Statistics show more and more people are using the web to find answers and contact companies".

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. The company's WebStarterKit is available online at: www.webstarterkit.com.

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