



Internet Services Group of Florida, LLC

12771 World Plaza Lane, Suite 2 • Fort Myers, Florida 33907 • Toll Free: (800) 775-9280 • Fax: (800) 775-9902
info@isgfl.com • www.isgfl.com

FOR IMMEDIATE RELEASE

Internet Marketing Business Hosts “The ISG Way” Event for Staff and Clients

CONTACT:

Charly Caldwell II
(800) 775-9280
E-mail: www.isgfl.com/contact
www.ISGFL.com

SUMMARY:

- Internet Services Group of Florida (ISG), an Internet marketing business, hosted an educational and celebratory event last month called “The ISG Way” presented by ISG Owner, Charly Caldwell II.

March 25, 2011 – Fort Myers Internet Marketing business, Internet Services Group of Florida (ISG), hosted an educational and celebratory event last month called “The ISG Way”, presented by ISG Owner and Founder of the company, Charly Caldwell II. Caldwell presented to the entire staff, as well as representatives from some of ISG’s web site design and web marketing clients.

“The ISG Way” event kicked off with a brief history of the company, including some entertaining photos of the staff from the beginning stages of their career with ISG. Each member of the ISG staff also gave a brief presentation about their role with ISG, as well as their personal and professional goals, passions, hobbies, and pursuits.

Caldwell then proceeded to review the core concepts of the company’s success over the years, discussed strengths and weaknesses, and offered a glimpse of what was on the horizon for ISG.

“The ISG Way event was a way to thank the ISG team and ISG’s extended family for their contributions to the success of ISG over the years,” said Charly Caldwell II, Owner, ISG. “I thought this would also be a great way to provide an interactive venue for both the staff and clients. It allowed them to gain a deeper understanding of what each member

of the team does, review our current strategies, receive feedback from clients, and discuss innovative ideas for the future.”

Some highlights of the presentation included specific examples of online marketing successes, in which ISG clients saw exponential increases in web traffic. Caldwell reviewed various methods of testing and measuring the Internet marketing, allowing the staff of ISG to perfect techniques for continued success. Through these measurements, ISG clients were able to watch their web sites quickly rise to the top of Google and other search engines.

In addition to their participation in the presentations, all attendees of The ISG Way event were also entered into a drawing. The prizes awarded included a \$100 gift certificate to Shula's, the Kindle or iPod Touch, and the new iPad 2.

For more information about “The ISG Way”, visit Internet Services Group of Florida’s website at www.isgfl.com. Charly Caldwell II is available for speaking engagements nationally. 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 Internet 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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