

# PRESS RELEASE



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**FOR IMMEDIATE RELEASE**

**SOCIAL MARKETER LAUNCHES ONLINE CONSULTANCY**

**St. Catharines, Niagara**

Local businesses know that the Internet holds everything they need for online marketing, except the time to do it. There are steep learning curves to be faced when acquiring the multiple skill sets involved and that can take focus away from a company's core mission.

Six months ago, local entrepreneur, Dan Willis began developing a 50-point process designed to completely entrench companies in social media and online marketing. September 9<sup>th</sup>, 2013 marks the opening of a new company, PUBLICITA Online Marketing, which leverages its product and service offerings on Willis' expertise in the fields of social and email marketing; online lead generation; organic search and conversion optimization, content marketing, pay-per-click advertising and analytics.

Working from his home studio in downtown St. Catharines, Willis is incubating PUBLICITA in Niagara for the first year after which he will focus on a larger market in the Greater Toronto Area.

Willis knows the online world better than most. While at University in the 1990's, email was just emerging and his Post Graduate work in Interactive Multimedia, completed in 1998, occurred when the World Wide Web was still called the information superhighway. Willis' talents were further developed in the corporate sector as he led his global service organization through newer emerging technologies, such as social media, online marketing, webinar production and customer service optimization.

Steve Stunt, Willis' business advisor at the Niagara College Business Development Centre says,

"In today's competitive business world Social Media plays an important role. Dan has worked on a Social Media model and plan that will help companies. Many companies want to be in the social media space but lack a plan of action. Dan will help them create the plan, to help them reach their goals."

**PUBLICITA'S** diverse online portfolio is described as being ideal for a start-up company or new program manager; the established company; the hands on manager, and for professionals **PUBLICITA** will even assume online identities (to a point) so they too can focus on core competencies while taking advantage of the power of social media marketing.

**PUBLICITA IS A PROUD MEMBER OF THE GREATER NIAGARA CHAMBER OF COMMERCE**

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