



ZOGDigital

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ZOG Digital to host webinar on digital marketing for multi-location businesses

SCOTTSDALE, Ariz. (July 15, 2014) — ZOG Digital, a leading independent search and social marketing company, is hosting a digital marketing webinar that will feature guest speakers from Forrester Research, Inc. and UBL Interactive.

The webinar will outline the top local search engine optimization techniques, as well as outline how marketers can best track cross-channel online marketing to offline behavior and sales.

"As search engines work to make their results more localized and relevant to users, we are shedding light on the complicated local SEO ecosystem," said Thomas Stern, senior vice president of client services at ZOG Digital. "We aim to show how multi-location businesses can leverage on-page and off-page ranking factors to influence both online and offline consumer behavior."

The discussion topics will focus on specific strategies to improve visibility in local search engines as well as considerations for tracking marketing across multiple platforms and devices.

The webinar will take place on Wednesday, July 16 at 1 p.m. EST. Interested participants can learn more about the webinar and register online at

<https://attendee.gotowebinar.com/register/273243292798405122>.

About ZOG Digital

ZOG Digital is a leading independent search and social marketing company. ZOG offers a full spectrum of digital marketing solutions, including organic and paid search, paid social, display, retargeting, link building, local search, content development, social-search optimization, and design and development. Through its data-driven technology, S², ZOG drives higher performance and ROI for all digital marketing using insights garnered through social networks, search engines and site analytics. Headquartered in Scottsdale, Ariz., ZOG's clients are leaders across all industries and include Allstate, KitchenAid, Capital One, National Geographic and Focus Brands. For more information, please visit zogdigital.com or follow us on Twitter [@ZOGDigital](https://twitter.com/ZOGDigital).

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