

DENISE CASSINO
WEBSITE DESIGN
WEB MARKETING
PUBLICIST



Denise Cassino has a BA in English but has spent a lifetime in sales and marketing. With publishing credits of her own, she has a close association with the Internet writing world that gives her a unique ability to tap into the huge community for marketing purposes. Denise has been **Senior Editor** of Long Story Short, an ezine for writers for 5 years. She is **Director** of the Long Story Short School of Writing and Co-owner of Long Story Short E-Book **Publishing** Company.

Denise also owns **Wizardly Web Designs & Marketing**, a Website Design and Internet Marketing Firm. With a tremendous subscriber list, Denise can easily reach thousands of writers and authors by email with the stroke of a key.

Web 2.0 is the term used to describe the current state of the Internet – the humanization and socialization of the web. We are no longer *reading* the Internet, we are utilizing the Internet by networking. That networking involves several things that gain exposure and get the attention of the search engines.

Denise works as a Marketing Partner with her clients by providing the following services:

1. **Websites:** Nowadays a website is a must for every marketing effort. A website should be optimized with relative tags, page titles, sub headings, links, blogs and inbound links from other sites. **Denise builds creative, unique and personalized websites.** Denise creates **banners and ads** for other sites, too.
2. **Social Networking** is an important networking tool for marketing. Many sites make it easy to build contacts and notify them of upcoming or past events. These are important to draw visitors to Virtual Book Tours, radio shows and book launches. **Denise sets up accounts with the most effective social networks.**
3. **A Blog** is not just a toy. It's serious tool for marketing. If used properly, every blog entry links back to the owners web pages at least 3 times per entry. This alerts the search engines that there is new content available. As more and more links point to a given site, the search engines give the site a higher rating. Seventy percent of what search engines look for is popularity. **Denise builds and maintains the blog, frequently adding content.**

4. **Press Releases** announce relevant and important news and events. When properly constructed and written, they will garner the attention of reporters looking for stories. These Press Releases must be submitted to press release sites on the Internet for maximum exposure. **Denise writes and distributes the press releases.**
5. **Press Kits:** All authors, speakers and personalities need a Press Kit or Media Kit. This includes the person's photo/s, biography, and possible topics of discussion; if a book is highlighted, cover art, synopsis, reviews and a sample chapter are important inclusions. **Denise creates and distributes the Press Kit.**
6. **Virtual Book Tours** for authors do the job of in-person book signings. These are events on the Internet hosted by website owners and bloggers who each promote one leg of the "tour" by including info from the media kit, written interviews and more. These must be targeted to an audience receptive to the book genre. **Denise arranges the Virtual Book Tours.**
7. **Email lists** help sell books and grow businesses. Opt-in pages lure visitors with the promise of something free – a report, a book, an ebook, etc. In exchange, the visitor must opt-in with his contact information. **Denise creates the opt-in page and helps create the "free" item giveaway.**
8. Bookmarking is another important way to spread the word about the product one is marketing. Bookmarking sites further distribute information published elsewhere on the Internet. **Denise does Bookmarking for her clients.**
9. **Radio shows** are the best way to spread the word about new books and products sold on the Internet. They reach a wide audience and can be distributed via podcast and placed on the website. **Denise arranges radio interviews.**
10. Organization and coordination of interviews and events is important. Denise keeps a calendar, notes these items on the website calendar and **keep her clients on schedule.**
11. **Coaching:** Denise coaches her clients in ways to make their interviews and appearances most effective.
12. **Public Appearances:** Denise contacts schools, groups, libraries and corporations to arrange **speaking engagements, book signings and readings** and seminars for her clients.

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