



## **Fortune Web Marketing and Google to Present at S.P. Richards Advantage Business Conference**

*Fortune Web Marketing & Google Inc. team up to co-present at the 2011 S.P. Richards Conference in Las Vegas.*

Ocean, NJ (February 3, 2011) – Fortune Web Marketing & Google Inc. are set to present at the S.P. Richards conference which will be held at the Mandalay Bay Resort in Las Vegas, NV, June 26-30, 2011.

The seminar, exclusively focused on pay-per-click (PPC) advertising on the Google AdWords platform, will be co-presented by Jennifer Schulman, President of Fortune Web Marketing, Ana Owczarzak and Alex Nichols-Vinueza, Senior Marketing Strategists from the Google AdWords team.

“We have seen tremendous success for advertisers who focus on office products, office furniture, custom stamps and related products. Attending the S.P. Richards conference is a great way to educate Office Products Dealers about the Google AdWords program, as well as the tools & resources available to them,” explains Ana Owczarzak of the Google AdWords team.

The session is geared toward Dealers who are currently using Google AdWords, as well as those who may simply want to learn more about competing in the Google paid advertising space. The session will include a general presentation, group Q&A, and also include ample time at the end for Dealers to personally approach the experts for one-on-one advice and questions.

“We are extremely excited to be co-presenting this seminar with Google,” states Jennifer Schulman of Fortune Web Marketing. “Whether you’re an expert at using Google AdWords, or just trying to learn more, we’ve got it all covered. In addition to stepping through the basics, we’ll be sharing Office Products industry statistics relating to PPC advertising, budgeting techniques and strategies that will allow you to compete at a local or national level.”

With an increasing number of Office Products Dealers turning to online marketing to generate brand awareness, increase leads and sell products directly online, the seminar is both timely & relevant. “Our Dealers are eager to learn more about this topic,” explains Sandra Williams, Director of Dealer Training and Development at S.P. Richards Company. “The timing is perfect, it’s a very hot topic, and we are very pleased to have Google & Fortune Web Marketing share their expertise and industry knowledge regarding pay-per-click advertising.”

The seminars are scheduled to take place on Monday, June 27, 2011.

For more information please contact Jennifer Schulman of Fortune Web Marketing at 877.813.6390 x4512 or Sandra Williams of S.P. Richards at 678.309.3480.

**About Fortune Web Marketing**

Fortune Web Marketing, based in Asbury Park, NJ, is a full service Internet Marketing Agency, offering consulting and managed services for Search Engine Marketing, Social Media, E-mail Marketing, Analytics, Online Video & other online marketing initiatives. Visit [FortuneWebMarketing.com](http://FortuneWebMarketing.com) for more information.

**About S.P. Richards**

S.P. Richards Company, a wholly-owned subsidiary of the Genuine Parts Company (GPC: NYSE), distributes a wide spectrum of business products to office products resellers throughout the U.S. and Canada. These products include consumable office supplies, office furniture, computer supplies, consumer electronics, cleaning and breakroom supplies from all of the major industry manufacturers. S.P. Richards Company markets several private label lines under the brand names of Lorell, Integra, Sparco, Genuine Joe, Nature Saver, Compucessory, Elite Image and Business Source. The company operates 44 Distribution Centers in the United States and Canada.

**About Google AdWords**

With Google AdWords, you can create and run ads for your business, quickly and simply. Run your ads on Google and our advertising network -- no matter what your budget, you'll only pay when people click your ads. Just visit [www.adwords.google.com](http://www.adwords.google.com) to get started.