

FOR IMMEDIATE RELEASE

VAR Lead-Generation Webinars a Success; ACOM Schedules New Sessions for Channel Resellers

LONG BEACH, California, May 11, 2009 – The highly attended ACOM webinar series for current and potential [VAR reseller partners](#) has been extended with a session devoted to website lead generation, it was announced today by Senior Vice President James R. Scott. The session is scheduled for Thursday, May 21, from 11:00-11:30 am Pacific Daylight Time (PDT). Persons interested in attending are encouraged to sign up at <http://www.acom.com/channels/pr4>.

“VARs have indicated they want more from their channel partners than just technology, they need sales and marketing support, and above all, leads. ACOM intends to showcase the expert support we provide our partners in these areas by sharing some of the expertise that signed VARs will have access to,” Scott said.

The newly added webinar builds on three earlier sessions that covered online marketing, pay-per-click programs and email marketing, each of which offered proven, hands-on recommendations that resellers could use to enhance their market presence and stimulate inquiries. The series is conducted by Senior Online Marketing Manager Karl Kleinbach.

“In this webinar we will range from broad issues of concept and design to highly specific lead-generating tips,” Kleinbach said. “Big things like site architecture are important, but so are small things like the size, shape and positioning of page elements. You only have a few seconds to get and hold the visitor’s attention, so it’s worth the time to make sure you’re doing it right.”

This session will also touch on the importance of testing. “One of online marketing’s greatest strengths is that you no longer have to guess what works -- you can test and know,” he said. “It’s a cyclical process of continuous improvement – create, test, evaluate, modify, repeat.”

Initial feedback to the webinar series has been overwhelmingly positive, with over 90% of responding participants indicating that the session “exceeded expectations,” and almost all indicated they “plan to attend the next webinar.”

“We feel this is important because we don’t want to waste people’s time,” Kleinbach added. “We’re putting a lot of extra effort into these webinars so we’re glad VARs are finding true value in them.”

About ACOM Solutions, Inc.

For over 26 years, ACOM has been [automating document and payment processes](#) for more than 4,000 organizations, across all industries. ACOM develops solutions that are best suited for tactical deployments in the accounting/financial departments of mid-size organizations. ACOM’s solutions integrate seamlessly with any financial/ERP system to extend that system’s capabilities; they dramatically improve an organization’s efficiency by automating their previously manual processes; and they significantly decrease an organization’s costs. Likewise, by incorporating ACOM’s solutions into their product offerings, ACOM’s partners can bring an additional set of important cost-saving enhancements to their customers.

For more information:

- Call: 800-347-3638 x 4306
- eMail: partnerinfo@acom.com
- Visit: <http://www.acom.com/channels>
- Register for VAR webinars at <http://www.acom.com/channels/pr4>

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