

# Sam Natello, Founder of DotCom Global Media, Speaks at CEO Space International

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**DotCom Global Media Founder, Sam Natello, speaks on the rising need for digital strategy and how it plays a crucial role in a successful online marketing campaign.**

([Newswire.net](#) -- October 7, 2016) Somers Point, NEW JERSEY -- Sam Natello, Founder and CEO of [Dot Com Global Media](#), delivered a 60-minute presentation on the importance of Digital Strategy to a standing-room-only audience at CEO Space International's recent

conference in Orlando, Florida last week. In attendance were business owners and entrepreneurs from around the country as well as representatives from many marketing and advertising agencies.

Sam founded DotCom Global Media, a highly successful website design and digital marketing agency, in 1995. He has served more than a dozen of the world's most recognizable brands and has also worked with over a thousand small to mid-size businesses. DotCom Global Media has won numerous industry awards including the prestigious "Website of the Year" awarded by The WDA (Web Developers Association). Recognized as one of the top digital firms in the United States(Forbes 2008), DotCom moved out of the Fortune 500 space to help small to mid-sized businesses gain access to a level of quality they've never seen before.

[CEO Space International](#) is the world's leading business acceleration conference. Ranked number one in this category by Forbes and Inc., CEO Space serves business owners who know they want to accelerate their business and take it to the next level. Sam Natello was one of the key speakers during this 5-day coaching conference. He represented DotCom Global Media and stressed the importance of [Digital Marketing](#) in modern times. The presentation was based on Sam's 21 years of experience during which time he has been awarded multiple occasions for his outstanding work and has written in industry leading publications as an expert in his field. This specific presentation represents the "secret sauce" that Sam believes all successful digital strategies share in common with a heavy emphasis on implementation and measurement.

Sam stated, "It was exciting for me to bring this information to people who have never heard most of this information before. What is interesting to me is that many of the same questions that we have as small to mid-size business owners ... are the same questions the big brands ask, though they may be worded a little differently. Essentially, everyone want to know how to get more traffic, how to engage with that traffic more effectively, how to capture more leads, how to convert more leads into sales, and how to do all of that more efficiently so we can make more money. No matter how big or small you are - these are the questions we all ask."

Sam continued, "What is even more interesting to me is that it's not just the questions that are the same. Some of the strategies and tactics that work for the big brands will also work for the rest of us. We simply need to understand exactly what they are doing, why they are doing it, and how we should do it to make it work for us. It was my goal to try to answer those exact questions as I spoke to this audience here at CEO Space."

## About DotCom Global Media

The needs and goals of our clients come first. Always. We are grateful and proud that many of our clients have grown to rely on us as a Trusted Partner. We strive to honor them daily through hard work and achievement.

## DotCom Global Media

*87 West Laurel Drive*

*Somers Point, NEW JERSEY 08244*

*United States*

*6092264747*

[sam@dotcomglobalmedia.com](mailto:sam@dotcomglobalmedia.com)

<http://www.dotcomglobalmedia.com>

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