



Basic Internet Marketing

COURSE OVERVIEW

This course is an ideal start for business owners and people new to marketing to learn the basics of internet marketing.

Learn how to market online, through search engine optimisation, e-mail campaigns, pay per click advertising, and even more importantly, how to determine what results you are getting. Then, you can figure out whether you are reaching your target market, where your qualified prospects are, and how they are engaged as a result of your effort.

KEY SUBJECT AREAS

- Defining internet marketing.
- Creating an internet marketing plan.
- Extending your influence.
- E-mail marketing.
- Search engine optimisation (SEO).
- Advertising online.

LEARNING OUTCOMES

- Determine how your Internet marketing strategy fits with your overall marketing plan.
- Apply techniques to influence and engage your target market.
- Weigh the value of using a distribution service for e-mail marketing campaigns.
- Get started with search engine optimisation.
- Use online advertising to boost your marketing results.
- Adjust your internet marketing plan based on metrics and reporting.

Master online advertising and marketing to extend your business.

Duration: 1 Day

Unique features

The Basic Internet Marketing Workshop is designed to meet current market trends.

- Professional facilitators use the most up to date accelerated learning techniques.
- An interactive, relaxed atmosphere with real world examples.
- Modern presentation methods using audio and visual presentations.

Who should attend?

Anyone who would like to learn how to use the internet to market their business more effectively.

Includes...

- Resource material & workbook.
- Training 101 Certificate

Contact us for more information
or to register on a workshop:

P: 0800 801 233