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Xanthal Workshop

Creating Platforms for Business Improvement

Internet Marketing

Workshop Facts

Title	Internet Marketing
Duration	1 Day
Cost	€495
Who Should Attend	Sales managers and executives, marketing managers and executives, direct marketers, business decision makers, web masters
Overview	This Workshop is designed for the company executive that is not completely new to web marketing. We are assuming that you already have a company website and you are not a complete novice. However, you do want to step up a gear and want to fine-tune your marketing strategy so that your company can start bring in new revenue from the Internet.
Workshop Style	Intensive, interactive workshops combining lectures, hands-on exercises, case studies and group discussions.
Key Deliverables	CD containing all presentations and associated tools and resources, handouts and practical exercises reinforcing all of the major learning points, references to online and offline information resources, templates and checklists,

Learning Objectives

After attending this workshop, the participant should be able to:

- Understand the role of Web marketing
- Promote your web site to the top search engines using Search Engine Optimisation (SEO) techniques
- Clearly understand which of the following marketing techniques could be applied to your company
 - Search engines
 - Linking strategies
 - Press relations
 - Offline marketing
 - Email publishing
 - Online networking
 - Pay per Click and low cost web advertising
- How to develop, publish and promote your eNewsletter
- How to develop a compelling and effective Web Marketing campaign
- Identify and develop comprehensive mailing lists using in-house, rented and purchased lists
- Understand and use (if appropriate) permission and spam
- Use email marketing campaigns to increase your web site traffic
- Increase sales conversion rates on your web site
- Identify effective web site and why they work
- Implement tracking on your web site to increase traffic and improve service

What recent participants have said about this Workshop

"I found that overall it was very good for heightening my awareness of what is possible with simple tools and it doesn't have to cost a fortune."

"The content of course was very good and well presented."