



This course is an ideal start for business owners and people new to marketing to learn the basics of Internet marketing. We have included information on how to market online, 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 efforts. This course includes sessions on search engine optimisation, email campaigns, pay per click advertising and more.

This one-day course will teach participants how to:

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

Course Overview

Participants will spend this session getting to know the course objectives and will also have an opportunity to identify their own personal learning objectives.

What is Internet Marketing?

In this session, participants will learn about Internet marketing plans as being a component of the overall marketing plan for the company. They will also discuss how the goal is to draw clients to their web site (whether this is the hub site or a sub-domain), to engage clients with good strong content, and to get involved in the community. Participants will also briefly review popular strategies for Internet marketing.

Email Marketing

Many companies use email marketing campaigns, and this session is about doing it in a way that connects with consumers without spamming them. Participants will also cover using distribution services to thwart spam filters, create engaging templates and manage their database of contacts.

Search Engine Optimisation (SEO)

In this session, participants will learn how SEO can help them bring more visitors to their websites and attract pre-qualified customers. They will learn about using search engines, using keywords and metatags, monitoring results and making adjustments to the campaign.

Advertising Online

This session looks at the pay-per-click ad as a way to appeal to customers and grab their attention. This session includes information on setting up an account, choosing keywords, writing ads and setting limits for the campaign.

Course Wrap-Up

At the end of the day, participants will have an opportunity to ask questions and fill out a personal action plan.

Creating an Internet Marketing Plan

Participants will review what they already have for a marketing plan as a reflection of the six stages of marketing: consumer and market analysis; analysing the competition and themselves; analysing distribution channels; creating a marketing plan; and implementation, review and revisions.

Extending Your Influence

Participants will learn what it means to create an environment of influence and connect with their customers and prospects via the Internet, as opposed to direct selling methods.

