

E-MARKETING

20th May 10 Glyndŵr University £195 exc. VAT

DURATION: 1 Day

OVERVIEW:

Understanding how to market your company electronically. Do's and don'ts for using the Internet. Eighty-five per cent (85%) of all Internet surfers are directed by search engines. Search Engines are the super powerful traffic solution on the Internet, what can they do for you? Using key words, links and associated sights to promote your business to the greatest effect. Making the most of your web site as part of your marketing strategy.

WHO WILL BENEFIT:

Middle managers, team leaders and project leaders.

COURSE OBJECTIVES:

- Leave with an appreciation of the difference between leadership and management
- Assess leadership needs in your organisation
- Outline a plan for leadership development
- Recognise skills required
- Appreciate benefits of leadership development – to motivate action!

KEY OUTCOMES:

- Understanding the power of this marketing media
- Preparing your marketing messages for impact
- Do's and don'ts of using the internet
- Expanding the value of content
- Making links work for you

COURSE CONTENT:

Mix of team and individual activities. Interactive workshop, so please come ready to participate and knowing something about your company's activities.

TRAINER PROFILE:

Helen Smith

Helen holds a BSc, MBA and is an accredited Coach, NLP Practitioner and a trained Facilitator.

Specialising in unique marketing solutions, business development and innovative programs to assist team building and learning.

SMEs in Wales could be eligible for up to 50% subsidy of the total course fee for a graduate-level delegate. For more information on this and other funding opportunities, contact us on 01978 293491 or at solutions@glyndwr.ac.uk

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