



Optimum Results

Business Training Experts

Introduction to E-Marketing

Programme Overview

- Gain an overview of online marketing, PR and social media.
- Understand the tools and methods that will boost your business presence online.
- Understand free marketing such as blogging and social network participation.
- Gain an overview of paid areas of online marketing including Google Adwords and affiliate marketing.

Programme Outline

- "Buzz Monitoring" - how to monitor your business presence online, as well as that of your competitors.
- Social Media: how to use free tools in social media to boost your business presence online and engage with customers in new ways. This will include use of Twitter, Facebook, forums and niche social networks relevant to your industry.
- Distributing Content Online - through social bookmarking, LinkedIn and blogs.
- Video For Business - easily producing video for your business.
- Natural Search and SEO - how to optimise your website for search engines.

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