

25 Tips for Improving Your International Web Marketing



Best Western Rockingham Forest Hotel
Rockingham Road
Corby, NN17 2AE

Thursday 8 July 2010
5.00 pm - 7.30 pm

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Date: Thursday
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Venue: Best Western Rockingham Forest Hotel
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Event Overview

Pick up 25 tips that you can use straight away to improve your international web marketing performance on the internet.

Google, web design, email marketing, blogging, YouTube - our international web marketing expert, Susan Hallam, will provide you with 25 easy to understand ways of promoting your business online, increasing the number of visitors to your website and converting web traffic into sales.

Speaker

Susan Hallam is Managing Director of Hallam Communications Ltd, a leading provider of internet marketing consultancy and training.

- Susan has more than 20 years of experience in the information industry, and has been delivering internet workshops since 1993.
- She has extensive knowledge of search engine marketing, with specific experience of developing internet marketing strategies for SMEs.
- Prior to setting up Hallam Communications in 1999, Susan held senior internet marketing roles at BT and Capital One.
- Susan's initial interest in the internet arose from her teaching and research role as Senior Lecturer in Information Technology at The Nottingham Trent University, where she continues to guest lecture.

Programme

- 17h00 Registration, Light Refreshments and Networking**
- 17h30 Welcome and Introduction**
- 17h35 How can I attract more of the right kind of customers?**
- Getting found in the search engines
 - Pay per click advertising
 - What's new with Google
- 18h00 How can I encourage customers to buy?**
- Best practice web design principles
 - Building confidence and trust
 - Affiliate marketing
- 18h30 Tea / Coffee Break**
- 18h45 How do I keep my customers loyal and grow their value to me?**
- Social media marketing
 - Email marketing
 - Monitoring the performance of your site
- 19h10 Question and Answer Session**
- 19h30 Close and Networking Buffet**

Cost £45.00 (+ VAT at standard rate) Free for emita members

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or call the emita helpline: **0115 947 1767**

