

International Web Marketing

Getting it Right!

Stage Hotel
299 Leicester Road
Wigston Fields
Leicester
LE18 1JW

Wednesday
21 February 2007

5.30pm - 8.00pm



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International Web Marketing Getting it Right!

Date: Wednesday 21 February 2006

Venue: Stage Hotel, Leicester

Programme:

- 17:30 **Registration & refreshments**
- 18:00 **Welcome & Introduction**
- 18:05 **How can I get more of the right kind of customers?**
 - Getting found in the search engines
 - Pay per click advertising
 - Online PR
- 19:00 **Coffee break**
- 19:10 **How can I encourage customers to buy?**
 - Best practice web design principles
 - Building confidence and trust
 - Affiliate marketing
- 19:35 **How do I keep my customers and grow their value to me?**
 - Web based customer service
 - Email marketing
 - Monitoring the performance of your site
- 19:55 **Wrap Up**
- 20:00 **Close**

Speakers:

Susan Hallam is Managing Director of Hallam Communications, 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 small and medium size businesses.
- Prior to setting up Hallam Communications, 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.



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