

# Online Marketing

One Day Training Course

## BACKGROUND

This course is designed to give an overview of online marketing, online PR & social media that will educate you in the various online tools and methods that can be used to boost your business presence online. The course will cover free areas of marketing, including blogging and social network participation as well as paid areas of online marketing, including Google Adwords & affiliate marketing.

## COURSE OBJECTIVES

By the end of the day you will have an increased knowledge of online marketing that will allow you to start marketing your business through the web. The emphasis of the course is on the practical areas that can instantly start transforming your business presence online. At the end of the course you will receive a pack covering the content of the day, with all the details of tools and sites covered during the course.

## WHO SHOULD ATTEND

This course is suitable for people working in enterprises of all sizes. It is designed for small businesses who are looking to run their own online presence, as well as those who might work in-house, in the branding or marketing departments of a larger organisation. It is also suitable for those who may work for 'traditional' marketing agencies who are looking to increase their knowledge of online marketing. Staff who are regularly interacting with customers, receiving complaints and feedback should also attend, as the course will outline how offline communication translates into online. A basic understanding of the internet is necessary, although the course will cover the basics in the earlier sessions, moving onto the more advanced areas.

## PRECOURSE REQUIREMENT

Please bring a laptop with wireless connection to the course

## COURSE PROGRAMME

- 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 uses of Twitter, Facebook, Bebo, forums and niche social networks relevant to industry niches
- Distributing content: how to distribute your website content online, including social bookmarking, commenting on other sites/blogs, use of LinkedIn
- Video for business : covering how you can easily produce videos for your business, the equipment needed, hosting your videos and how to distribute your video content online
- Natural search: the basics of how to optimise your site for natural search, including offsite and onsite recommendations. This will also cover social media and search, showing you how to optimise photo and video to make it easily searchable by the major search engines
- Competitor research: how you can monitor your competitors online, showing you free tools

that will allow you to see how to benchmark the competition and analyse their online marketing activity

- Search advertising: covering setting up a campaign on Google Adwords from start to inish, how to continually optimise and improve your campaign and tying in with Google Analytics. This section will also cover demographic advertising on Facebook
- Blogs: the basics of how to set up a business blog, manage and respond to comments, recommendations on the type of content that works well on business blogs
- Affiliate marketing: an overview of how affiliate marketing can boost your sales, with recommendations of trusted affiliate networks
- Website usability: covering the basics of recommended website design to make for a positive user experience. This will also cover how to maximise the conversion points on your site, include contact forms and ecommerce

## COURSE MANUAL

This course comes with a very comprehensive manual, which proves to be an excellent source of reference after the course.

## IN-HOUSE COURSES

All SQT courses are available on an In-House basis. On In-House courses, the tutor will work with the customer in advance to clearly define course objectives to meet the specific delegate and company requirements.

**COURSE PRESENTER** Lauren Fisher

## BACKGROUND

Lauren Fisher runs an online PR and social media agency - Simply Zesty.

Lauren's background is in search marketing (paid search and natural search), before moving into online PR and social media.

Course Dates & Venues See attached Calendar	Course Times 9.00am - 5.00pm	Public Course Cost €395 (includes course documentation, lunch and refreshments)
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