

Online Marketing

One Day Training Course

BACKGROUND

This course is designed to give all participants an overview of online marketing and how to use mediums like email marketing, social media, pay per click advertising and their organic Google ranking to increase the amount of quality visitors to their website and how to turn these visitors into paying customers.

COURSE OBJECTIVES

At the end of the day each participant will:

- Know how to optimise their website to ensure a page one listing in Google
- Understand the different types of pay per click advertising available, how to identify the best options for their business and how to use them effectively
- Be able to use email marketing to drive quality traffic to their website and be aware of the data protection legislation around e-marketing.
- Be aware of the different social and business networking website available; be able to put a strategy together to use these mediums effectively.
- Be given a list of free tools available to help enhance their online marketing activity.

Each participant will receive a copy of the presentation with details of all sites and tools covered throughout the workshop.

To ensure you get the most out of this course please bring a laptop with wireless connection so you can participate in the practical elements.

WHO SHOULD ATTEND

This course is suitable for people who are looking to manage their online presence in-house or need a good understanding of it so they can source the right person for the job. They will have a website or be considering developing one in the near future. A basic understanding of the internet is necessary.

COURSE PROGRAMME

- Search Engine Optimisation: Learn how website usability and structure can impact your search engine positioning, discover how Google works, how to research target keyphrase and learn how to optimise your website.
- Google AdWords & Facebook PPC Ads – introduction to Google AdWords and Facebook ads, how to use these mediums effectively, key features and tracking conversions.
- Social Networking & Blogging: Social networking is the number one activity on the web. This module will show you how to use social media and blogging to increase your online profile and how to engage with existing and prospective clients effectively.
- Effective email marketing: Email marketing is an extremely effective way to drive traffic to your website but there are strict data protection rules that you needed to adhere to. Learn about data protection and using the [Constant Contact](#) online e-marketing tool, learn how to set up a template and how to create and write effective newsletters.

COURSE PRESENTER Sandra Hennessy

BACKGROUND

Sandra has over 8 years experience in web marketing and in developing user-friendly, accessible websites for a range of SME's throughout Ireland. Her primary area of expertise is in search engine optimisation having successfully optimised a large number of websites from small B&B's to large corporate websites.

Sandra undertakes web marketing on behalf of a portfolio of clients and provides e-business supports, training and mentoring for SMEs through the Irish Internet Association, Enterprise Boards and Fáilte Ireland clients under the Web Check initiatives in Dublin and the South East.

She holds the NUI Certificate in Training and Continuing Education and Google Advertising Professional Certification.

TRAINING METHODOLOGY

This classroom based course is highly interactive and uses practical exercises to reinforce understanding and learning.

THIS COURSE IS AVAILABLE EXCLUSIVELY ON AN IN-HOUSE BASIS.

Course Times

9.00am - 5.00pm (These can be adjusted to suit your requirements)