



# EFFECTIVE INTERNET MARKETING CNT TRAINING SERVICES



Is your website 'sticky' enough?  
Does your viral marketing make your customers sick?  
Do you know your 'bots' from your spiders?

## WHO IS IT FOR?

Business leaders, Executive/Senior Managers, marketing professionals and none specialists alike, requiring an understanding of the Internet and its role within the marketing mix.

## WHAT IS IT ABOUT?

Demystify Internet marketing. This course will open the door to the benefits and cost efficiencies that can be had from optimising your search engine presence, drive traffic to your site, the promotion techniques available and, crucially, how to measure the result.

## WHAT WILL I GET OUT OF IT?

- An online marketing strategy;
- Integrated Internet activity with your overall marketing plan;
- Increased traffic to your site through search engine optimisation;

- The skills to plan and execute a viral marketing campaign;
- Measurement tools to evaluate the success of your web activity.

## COURSE OVERVIEW

- **Internet marketing fundamentals**  
Cost/benefits, branding, push-pull strategy, building trust.
- **Internet marketing plans**  
Strategic planning, situation analysis, customer analysis, market and product forces, pricing strategy, product distribution, promotion mix.
- **Discussion Forum Marketing**  
Mailing list, use net newsgroups, web based forums, promotion techniques, targeting discussion forums.
- **Search Engine and Directory Marketing**  
Differing search engines, search engine and directory liaisons, getting top search result position, how not to get penalised.
- **Direct Email Marketing**  
To spam or not to spam, opt-in direct emailing, promotion techniques, email push.

- **One to One Web Marketing**  
Site personalisation, building web site community, online customer service and sales.
- **Viral Marketing**  
Viral Internet marketing, viral marketing techniques, successful viral marketing strategies.
- **Measuring E-Marketing**  
Measuring hits, measuring user sensation, measuring user click-paths, measuring revenues, measuring tools.

## FURTHER DETAILS

The cost for this two day course is £700 plus VAT (including lunch and refreshments) with a 10% discount for Greater Manchester Chamber of Commerce members.

**North West based organisations with 5-249 employees may be available for a funding grant of £600.**

The course is scheduled to run on 22nd/23rd November

To register call 01706 747474, email [training@cnt.co.uk](mailto:training@cnt.co.uk) or visit [www.cnt.co.uk/effective-internet-marketing](http://www.cnt.co.uk/effective-internet-marketing).