

## **E-Marketing Basics – 1 Day-Training**

Our 1-day training program covers the following areas:

### **Combining Offline and Online Marketing**

- Promoting your website offline (i.e. business cards, email, on vehicles etc)
- Differences between offline and online media

### **Short Term and Long-Term online E-marketing**

- Short-term quick impact E-marketing i.e. Adwords Introduction
- Long-term E-marketing i.e. SEO (Search Engine Optimization)
- Branding through combination of Adwords and SEO (i.e. Holiday Velvet)

### **Affiliate Marketing**

- What is affiliate marketing?
- Setting up affiliate marketing via a 3<sup>rd</sup> party i.e. Trade Doubler

### **SEO (Search Engine Optimization Introduction)**

- How do search engines work? (100 Factors)
- Creating a keyword lists
- Analysing Keyword Density for your web pages
- **Writing Meta tags** and matching with page content
- Web-page structure and content
- Black hat and white hat SEO techniques (Keyword stuffing, hidden pages etc)

### **Email Marketing Basics**

- How it works
- How to find and Buy Email Lists
- How you submit the creatives
- Tracking the statistics
- Optimising your Email send

### **Data-collection and Subscribers list**

- Extreme value of Opt-In subscribers list
- Email Marketing basics
- E-Newsletters – Do's and don'ts

### **Adwords Basics**

### **Link Building Introduction**

- Using message boards and becoming a product expert (using Google/Yahoo answers)
- Article Submissions, Link buying, Blogging, Link renting, Forum posting, Link begging and Link baiting. Electronic PR

### **Other Considerations**

- Google Maps local

### **The future and keeping up with Online marketing**

- Blogging – what is it and the benefits
- How to submit your site to Google sitemaps
- Understanding the statistics
- RSS. Why is everyone talking about it? What is it?

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**PRICE: £285**

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