**Course Outline**

**How long does it take?**

- A once-off 3-hour workshop. Can be followed by more detailed training workshops on Social Media Marketing, Blogging and SEO if required.

**Who’s it for?**

- New businesses that need to get up to speed with, or improve, their Online Marketing strategies, tactics and activities.
- Self-employed people, Sole-Traders, and Directors/Founders of small companies who either need to know more about Internet Marketing in order to do it themselves for their business, or so they are empowered to ask the right questions of their Internet Marketing agency.
- Anyone responsible for the Marketing function within new or small businesses.
- Anyone in business, or about to embark on business, who needs to improve their understanding of what Online Marketing entails, and how to do it successfully for their business.

**What will the training workshop cover?**

- What exactly is Internet Marketing, and why do it.
- Essentials of Internet marketing, including Website design, Search engine optimization (SEO), Social media marketing, Blogging and Email marketing.
- Practical activities, such as comparison of various live examples, and designing your own Internet Marketing strategy.

**What will you gain from this workshop?**

A thorough understanding of all the essentials of Internet Marketing, so that you can undertake various Online Marketing activities yourself for your own business, and/or so that you have a good knowledge of the basics when specifying assignments for your Website designer and/or Internet Marketing agency. You will get handouts and be able to take away your basic Internet Marketing strategy for your business.

**How much does it cost?**