

Social Media Strategy Workshop

Date:	24-Oct-2013
Price:	£149 + VAT
Early Booking (> 7 days):	£109 + VAT

Location

First internet, 116a Ashley Road, Hale

Timing

8.30 -12.00

Description

Strategy workshop for Business Owners and executives responsible for Marketing. This workshop will provide an overview of the trends towards the use of social media for getting your message across to customers and potential customers, for brand recognition, customer contact and lead generation. We will walk through the main social media tools in the UK and discuss in an open format amongst the workshop participants, before concluding with action planning for you to take away into your business:

- The Evolution of Social Technology
- Segmentation and Content Planning
- Popular Social Networking Tools - The Big Three
- Other Social Media Tools - The Next Three
- Video Marketing
- Blogging to Build a Reputation
- Online Reputation Monitoring

And it really is a 'work' shop - not a one-way presentation - you should expect to be challenged to think and discuss ideas in the group and document your follow up action plan.

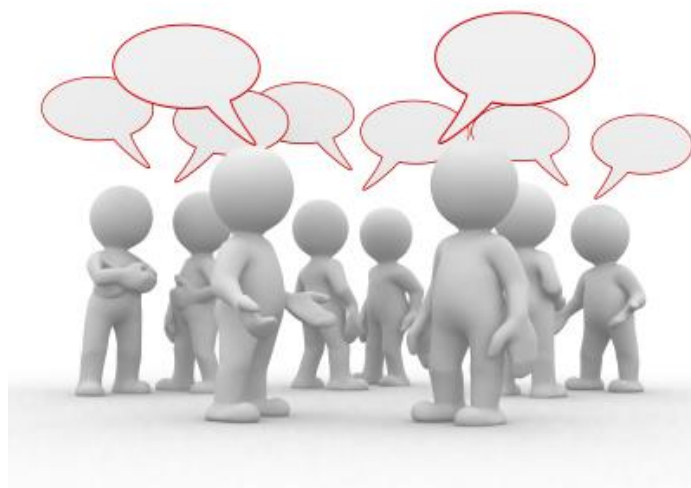
A variety of takeaway materials will be provided including help compiling your action plan.

Refreshments (tea, coffee, water and biscuits) are provided throughout the workshop and a light buffet lunch (generally sandwiches and fruit) will be provided at the end. Please advise if you require a vegetarian option.

A VAT invoice will be sent to the email address you provide below. Your booking will be held as provisional until your payment is received, at which time you will receive joining instructions and any pre-reading materials for the workshop, as required.

To Book : jspeight@firstinternet.co.uk

0161 941 5330





Mobile Marketing Strategy Workshop

Date:	23-Jan-2014
Price:	£149 + VAT
Early Booking (> 7 days):	£109 + VAT

Location

First internet Ashley Road, Hale

Timing

8.30 -12.00

Description

Strategy workshop for Business Owners and executives responsible for Marketing. This workshop will provide an overview of the trends towards the use of mobile devices for getting your message across to customers and potential customers, for brand recognition, customer contact and lead generation. We will walk through the main elements of a mobile marketing strategy and discuss in an open format amongst the workshop participants, before concluding with action planning for you to take away into your business:

- Mobile Websites and Responsive Design
- Local Search and Location Based Marketing
- Mobile Advertising
- SMS Marketing and Comms
- Mobile Apps
- Mobile Commerce and QR codes
- Mobile Paid Search

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Search Engine Marketing Strategy Workshop

Date:	21-Nov-2013
Price:	£149 + VAT
Early Booking (> 7 days):	£109 + VAT

Location

First Internet Ashley Road, Hale

Timing

8.30 -12.00

Description

Strategy workshop for Business Owners and executives responsible for Marketing. This workshop will provide an overview of the techniques available to businesses for getting your message across to customers and potential customers, for brand recognition, customer contact and lead generation. We will walk through the main elements of a SEO strategy and discuss in an open format amongst the workshop participants, before concluding with action planning for you to take away into your business.

- Content Marketing
- Business Listings
- Blogger Outreach
- Search Advertising
- Customer Reviews and Reputation Management
- Social Media
- Analytics

A variety of takeaway materials will be provided including help compiling your action plan.

Refreshments (tea, coffee, water and biscuits) are provided throughout the workshop.

To Book : jspeight@firstinternet.co.uk

0161 941 5330

