

## 2-Day Internet Marketing Training Workshop

Johannesburg, 13 & 14 May '10 | Cape Town, 24 & 25 June '10

Attend this 2-day workshop to learn how to pack a punch online & level the playing field.

### Day One

- The Internet & Online Marketing in South Africa
- Planning your eMarketing Strategy
- Unpacking the eMarketing Tools
- 8 Steps to planning your eMarketing Strategy
- Is e-mail Marketing dead?
- e-mail Newsletters vs. Promotional e-mails
- Effective e-mail techniques
- How to avoid being blacklisted as spam e-mail
- Writing for the Web

- Planning your online content strategies
- Writing for search engines & human beings
- Online copywriting tips
- Web PR
- Online reputation management
- Article Marketing

## Day Two

- Search Engine Marketing
- SEO vs. Paid Search
- Monetizing your website with Google AdSense
- Google AdWords
- Paid Search Campaign Management
- Search Engine Optimisation (On & Off-site Factors)
- Black Hat & Spammign Techniques to avoid
- Social Media Trends in SA
- Social Media & SEO
- Social Media for Business (Facebook, Twitter & LinkedIn)

### When & Where

Johannesburg, 13th & 14th May &rsquo;10 (Indaba Hotel, Fourways)

Cape Town, 24th & 25th June&rsquo;10 (Best Western Cape Suites, Cape Town)

### Who Should Attend

Marketing Managers, Internet Marketers, Media Strategists, Advertising Agencies, Copywriters, PR Officers, Web Designers, Web Developers, Business Managers & Website Owners

### Cost

\*Early Bird Price: R3 950 plus vat

Standard Rate: R4 680 plus vat

### Group Discounts:

10% off 3 &ndash; 5 delegates p/company

15% off 6+ delegates p/company

\*Early Bird rate applies if booked & paid in full before: 9/4/2010 for Johannesburg, or 21/5/2010 for Cape Town

Limited seats available

Book early to avoid disappointment.

### More Information:

[Click here](#) to request the full Workshop Programme & Booking form or for more information.

### Pre-Book (Reserve Seat):

Alternatively you can tentatively reserve your seat online and we'll forward your the complete brochure & booking form for completion. Reserve Now!

