

Grow Mid-Canterbury Biz Grow Advanced

“What are your customers looking for online and how do they find you?”

EMarketing seems like a great opportunity, but few companies really capitalize on it well. This session starts by helping you to identify the most appropriate model for your business online. We then review the essential differences you need to understand about marketing in the online versus the offline world.

Having an effective online identity is also a critical part of eMarketing success so we focus on the key elements to getting your site right and the pitfalls to avoid. Finally we work on ensuring your on and offline marketing operates seamlessly to enhance your business without confusing your customers

Programme Content:

Session One - Identifying Your Online Opportunity

- Successful Online Business Models
- Why Online Marketing is Different
- Getting Your Site Right
- Integrating On and Offline Marketing

Programme Presenter:

Deborah Roberts, Managing Director, Indigo Marketing

Working with Internet technology since 1988, and a contributing author to an e-business best seller, her professional career started with the first commercial hypertext business in the world. Deborah subsequently became Vice President of eBusiness at Morgan Stanley, the global investment bank, and Chief Marketing Officer of an organisation which advised the UK's top listed companies on maximising their online opportunities. Until more recently, she was Global Financial Markets Strategist and Marketing Director for IBM, operating in one of the most technologically advanced sectors in the world.

Book Now

Seats at this workshop are strictly limited, so make sure you call us now to book your place

Date: 16th June 2010
Time: 9.00am-12.30pm
Venue: Masonic Lodge Havelock St, Ashburton
Cost: \$180+ (gst)
Presenter: Debbie Roberts

To register your interest contact:

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