

Grow Mid-Canterbury Biz Grow Advanced

Session Two - Leveraging eMarketing Techniques

It's not enough to get visitors to find you online. The goal must be to get them to take the action you want that will bring you business. In this workshop we make sure you know:

Programme Content:

- Succeeding with Online Search
- Accomplished Online Advertising
- Essential Email Marketing
- Powerful Online Publicity

Programme Presenter:

Deborah Roberts, Managing Director, Indigo Marketing

Deborah is a marketing and strategy expert with global corporate experience, a passion for small business and an ability to spark world-class marketing thinking.

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 E-Business 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: 23rd June 2010
Time: 9.00am-12.30pm
Venue: Masonic Lodge Havelock St, Ashburton
Cost: \$180.00+ (gst)
Presenter: Debbie Roberts

To register your interest contact:

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