

Small Business / SME Training Courses

Internet Marketing

SME TRAINING PROGRAMMES ONLINE MARKETING | 2009 / 2010

WHAT YOU SAID

"Probably the most relevant business training that I have ever attended. I was enthralled. Presentation was pitched at the right level for Owner-Managers, Technical staff and Marketers alike"
Morton Rennick,
Ark-Finance

In partnership with



Visit our online learning website at coburnbrothers.com

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SME TRAINING EMPHASIS IN **INTERNET MARKETING**

PraxisNow adopts a special emphasis in each of its online marketing programmes, on the role of internet marketing as it applies to sales lead generation and sales engagement. For this reason, certain online channels don't make our radar. Social networking for example, despite its important role in facilitating two-way communications, remains a substantially consumer-centric platform for advertisers. From a selling perspective, it has not thus far yielded a mature or repeatable selling model which the wider enterprise, in particular the B2B sector, can address with a predictable sales return. To some, that perspective makes PraxisNow somewhat unpopular! To others, our focus on sales is seen as closer to the core of their businesses and therefore more relevant, without waffle and presented in a business language that can be understood.

Our training courses are differentiated by this sales emphasis and combine four competencies – business management, marketing, direct selling and online marketing as distinct from marketing.

They are focussed on two key components of online marketing:

- (1) Identifying and accessing a business' served market online, and
- (2) Aligning the business' value proposition to its online market in a way that is value-driven, compelling and profitable.

SME TRAINING COURSES IN ONLINE MARKETING

PROGRAMME FORMATS

Most of our management training courses in internet marketing can be provided to you in three ways:

- 1** As a publicly available training course either directly or in collaboration with a partner.
- 2** As self-paced online learning programmes using stored video and live “walkthroughs” with downloadable audio files and slide-sets.
- 3** As in-house team training programmes ranging from one day to several days spread over 8 – 10 weeks.

BOOKING & PURCHASE

Option 1 above may be booked directly through PraxisNow’s website at:

www.praxisnow.ie

Option 2 above may be purchased online at:

www.coburnbrothers.com

To arrange Option 3, please call
(+353) 01-2360076

Contact us directly by email at:

seminars@praxisnow.ie

INTERNET MARKETING for 21st Century Businesses – Special Edition

1
DAY



INTERNET MARKETING for 21st Century Businesses

SPECIAL EDITION

Highly focused and hard-hitting, this is a content-packed, business-centred seminar that will help you cut through mountains of irrelevant material to get you straight to the things you can do that will make a tangible difference to your business. In one day, its purpose is to provide you with an understanding of internet marketing strategy in a way that is practical and which helps you to stay focussed on business objectives without being distracted by the many red herrings, tangents and cul-de-sacs that are ever-present on the internet.

WHO SHOULD ATTEND?

The course is for business owners and marketing professionals, and overflows with practical ideas, techniques and strategies for turning your website into a highly trained 24/7 global sales representative that will generate sales leads for you consistently and of the highest quality.

TIMES:

Coffee & Registration from 9.00am

Start: 9.30am

Finish: 4.00pm

INTERNET MARKETING for 21st Century Businesses – Special Edition

... continued (II of II)

The course is non-technical and uses a business language throughout. Its format is an interactive one supported by live demonstrations and walkthroughs with accompanying slides. No documentation is provided - instead, each participant will be given password access to supporting content online including downloadable slide-sets, video review sessions and even audio files you can listen to in your car or on your iPod after the programme.

CONTENT INCLUDES

- Core processes in Internet Marketing.
- Key-pharse research techniques for identifying online markets
- Search Engine Optimisation – zero cost placement of your website on Google, Yahoo and Bing
- e-Mail Marketing
- Performance improvement Techniques in Google AdWords / Pay-Per-Click Marketing
- Building specialist "Authority" on Google
- Using campaign "Landing Pages" to improve prospect conversion

This is a one-day intensive programme on the primary internet marketing channels with special emphasis on business development and sales support initiatives online. The course is non-technical and you will leave it with a practical understanding of the highest impact internet marketing channels.

DATES / LOCATIONS

For the latest venues and calendar, please see www.praxisnow.ie

Rate per participant: €350 - VAT exempt

SEARCH MARKETING

Guerrilla strategies

2
DAY



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&



SEARCH MARKETING

Guerrilla strategies for search engine placement

Search marketing is a two-day implementation-focussed deep-dive into the techniques and processes involved in acquiring organic ("Search Engine Optimisation") and sponsored (Pay-per-Click) placement on the major internet search engines. The programme demystifies search placement and demonstrates how increased presence on the search engines can be achieved cost-effectively. It covers the practical methods involved in targeting placement against specific key-phrase searches on Google, Yahoo and Bing, and provides guidance on the most productive ways to maximise your return on investment on your search marketing initiative.

Each participant is invited to bring their own wifi-enabled laptop PC to the course. If you are unable to do this, please let us know.

The course may be presented either directly or in partnership with the National Centre of Excellence.

WHO SHOULD ATTEND?

The course is targeted at senior marketing staff who are accountable for your business' visibility on the internet. It is also relevant to sales management who are involved in helping provide a focus both for served market targeting and harvesting sales leads for follow-up.

SEARCH MARKETING

Guerrilla strategies

... continued (II of II)

CONTENT INCLUDES

- How to build targeted and qualified visitor traffic to your company website via the search engines.
- Analysing and segmenting search communities using creative key-phrase research
- Expanding market reach into new geographies
- Key Performance Indicators in Search Engine Optimisation
- Defining SEO requirements
- Leveraging multiple media types such as image, video and fixed documents to improve search visibility
- How to build and evolve "relevancy" into the form of Google "Authority" both on and off the corporate website
- How to minimise your costs of Pay-per-click (Google AdWords and Others) marketing by improving the relevancy and "value" of your offer.
- Dangers and Pitfalls in your search marketing strategy with special emphasis on things to avoid on your website.
- Designing and managing effective Google AdWords campaigns
- Taking the first steps - moving outside your comfort zone on the search engines, doing new things and measuring results.
- SEO software tools and techniques
- Link-building for SEO and traffic generation.
- Performance improvement methods in both SEO and SEM

DATES / LOCATIONS

For the latest venues and calendar, please see www.praxisnow.ie

Rate per participant: €700 – VAT exempt

Also available as an in-house
team training programme
Call 01-2360076 for details

THE INTERNET MARKETING EXECUTIVE TRAINING PROGRAMME

8
DAY



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&



THE INTERNET MARKETING EXECUTIVE PROGRAMME

This is an eight week executive development programme which takes you from ground zero to a comprehensive understanding of internet marketing strategy. Due to the project-centred nature of the programme, places are strictly limited and you are advised to book early. A maximum of two delegates may participate from the same company.

PROGRAMME FORMAT

The Executive programme is designed for minimum impact on busy schedules. It consists of one half-morning per week for 8 weeks (usually Tuesdays 08.30am – 11.00am) with the eighth morning being a full morning (09.00am to 1.00pm), finishing with a group lunch.

Depending on demand, this programme may also be run in the afternoons (2.00pm – 4.30pm)

WHO SHOULD ATTEND?

Marketing staff who are responsible for specific and overall internet marketing promotion including website placement, search marketing, email marketing and other online promotional activities.

LEARNING OBJECTIVES

1. To up skill participants with the know-how to design and build effective internet marketing campaigns for their employer organisations.
2. To mentor participants during the management or implementation of a specific marketing project agreed at the outset of the programme.
3. To introduce internet marketing strategy and help participants plan their online marketing initiative for sustained and measurable business impact.

THE INTERNET MARKETING EXECUTIVE TRAINING PROGRAMME

... continued (II of II)

CONTENT INCLUDES

- What "internet marketing" is and why you need a "strategy"
- Putting together an online marketing strategy and building a plan to support it.
- Introduction to the major digital marketing channels, how each drives results and where the "red herrings" are!
- Target marketing on the internet. What that means and how to ensure you "target" your served market.
- Project-orientation - Participants will learn from their own direct engagement in their chosen projects. They will also be exposed to the experiences of others in the Group across multiple channels, the various challenges they have and Group input to their resolution.
- Auditing the state of your company's "readiness" to engage internet marketing and how to decide a starting point that moves the organisation forward in a sustainable and rewarding direction.
- Defining value-orientation in the corporate website and creating value-driven content that is engaging, compelling and effective at delivering its intended objective.
- Specifying Key Performance Indicators for the major online channels and using analytics to track progress.

DATES / LOCATIONS

For the latest venue and calendar updates for this programme, please see www.praxisnow.ie

Rate per participant: €2,250 (VAT exempt)

OUTSOURCING SEO PROJECTS TRAINING SEMINAR

1/2
DAY



OUTSOURCING SEO PROJECTS

This is a half-day training seminar for businesses intent on contracting with third parties to provide search engine optimisation (SEO) services. The programme is designed for staff who are accountable for SEO results and aims to provide structure and direction to their outsourced engagement.

Although participants will learn much about the subtleties of search engine optimisation, this is not an SEO course. It will nevertheless provide sufficient understanding of the SEO processes to allow for effective requirements definition and engagement. The training seminar is non-technical and may be attended either before or after the “Search Marketing” course if desired.

WHO SHOULD ATTEND?

Management and senior marketing personnel entrusted with accountability for achieving organic search results from externally contracted SEO service providers.

LEARNING OBJECTIVES

1. To help participants specify SEO needs in a manner which makes the project viable and which maximises the opportunity to achieve the intended result.
2. To help define meaningful key performance indicators for the project which can be measured and managed as the project progresses and which will drive value contribution post project.
3. To instil confidence and equip participants with the knowledge to select vendors wisely, set goals and milestones and take key decisions that have a bearing on SEO project outcomes.

OUTSOURCING SEO PROJECTS TRAINING SEMINAR

... continued (II of II)

CONTENT INCLUDES

- Preparation and Process in an SEO Outsourcing context
- Identifying and facing vendor and contractor challenges in Search Engine Optimisation
- Specifying Requirements to improve project viability
- RFP (Request for Proposals) - Main section inclusions
- SEO implementation pitfalls
- Outsourcing Link-building
- Key Performance Indicators (KPI's) in SEO
- The role of Content in an SEO project
- Checklists, Reports & Templates

DATES / LOCATIONS

For the latest venue and calendar updates for this programme, please see www.praxisnow.ie/SEO-Contract.htm (case sensitive)

Rate per participant: €250 (VAT exempt)

Also available as a self-paced
online learning course:
www.coburnbrothers.com/search

BIOGRAPHIES



John Coburn

John has twenty-seven years experience in international business including senior executive positions with Westinghouse, Oracle and First Data Corp.

He has been an executive board member with a number of software and technology-based organisations and was an award-winning presenter from an early stage in his career. John is the author of two books - "Components of Internet Marketing Strategy" - a birds-eye view of applied online marketing techniques, and "Selling High Value Software" - a big-ticket blueprint for negotiating international software projects. He is a graduate of electronics engineering and marketing, and is widely known for his seminars on applied internet marketing.

Co-founder of PraxisNow in Ireland and Coburnbrothers.com (USA), John has lived and engaged internet marketing projects in Europe, Japan and the USA including multiple product launches, direct selling, brand development, small business start-ups, corporate marketing and business development.

BIOGRAPHIES



Noel Coburn

Based in Dublin, Ireland, Noel is a Member of the Advisory Board to the Centre for Breakthrough Thinking in Los Angeles. He is also non-executive Chairman (EMEA) of Moli.com - a global player in the field of Social & Business Networking Web 2.0 platforms. He co-founded PraxisNow and Clarendon Technology Group in Ireland and has written on purpose-directed problem solving for future-oriented enterprises.

Noel combines an MBA (winner of the Irish Management Institute's Sir Charles Harvey Award) with a degree in Engineering. Throughout his career, Noel held senior management positions with Digital Equipment Corporation, Lotus Development Corporation, and Info'Products. An original thinker, Noel is widely recognised for his seminars on Breakthrough Thinking and uniquely bridges an experience gap between the wider, strategic elements of marketing and the tactical options of marketing on the internet.

SFA NATIONAL CENTRE OF EXCELLENCE



The Irish National Centre of Excellence (NCE) is a joint venture between the Irish Government's Training Authority (FAS) and the Irish Business and Employers Confederation (IBEC). Its purpose is to provide government-funded, executive development training for Owner-Managers and Senior Business executives as a driver of competitive advantage in national and international markets.

Nominated to the Irish National Centre of Excellence (NCE) in 2007, within six months "Internet Marketing for 21st Century Businesses", became the single biggest selling NCE program, outperforming all other mainstream sales, marketing and management development courses. It has maintained that record since. In 2008, its sister programme "Getting Results in Online Marketing" was also nominated to the NCE and, after "Internet Marketing for 21st Century Businesses", became the second largest program on the NCE schedule.

PraxisNow / Coburn Brothers is also IBEC's preferred internet marketing training partner for its large enterprise training solutions.

INTERNET MARKETING TRAINING FOR SME'S

PLEASE FILL IN BLOCK CAPITALS

COMPANY NAME

ADDRESS

CONTACT NAME

JOB TITLE

E-MAIL

WHICH PROGRAMME ARE YOU INTERESTED IN?

DATE

VENUE

NO. OF PEOPLE ATTENDING

NAME

JOB TITLE

NAME

JOB TITLE

NAME

JOB TITLE

NAME

JOB TITLE

TOTAL FEE(S) ENCLOSED

Please note that there is no refund for cancellations advised later than 7 business days before the programme commences.

Completed booking form to be sent with fee as soon as possible to Loreena McEntee (seminars@praxisnow.ie)

PraxisNow, Unit 32 Ashgrove House, Ashgrove Industrial Estate, Kill Avenue, Dun Laoghaire, Co. Dublin, Ireland.
Telephone (+353)01-2360076

Book online at www.praxisnow.ie

ONLINE BOOKING

INTERNET MARKETING

for 21st Century Businesses

Special Edition

www.praxisnow.ie/Online-Marketing-Course.htm

- Also see: [Internet marketing special](#) [Industry programmes](#)

SEARCH MARKETING

Guerrilla Strategies for Placement on the Search Engines

www.praxisnow.ie/search-marketing

THE INTERNET MARKETING EXECUTIVE PROGRAMME

www.praxisnow.ie/executive

OUTSOURCING

SEO PROJECTS

www.praxisnow.ie/SEO-Contract.htm

E-COURSE

BUSINESS FUNDAMENTALS IN INTERNET MARKETING

www.coburnbrothers.com/fundamentals

E-COURSE

OUTSOURCING SEO PROJECTS

www.coburnbrothers.com/search



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