

AGENDA

THE ART OF **INTERNET MARKETING**



CONTACTS:

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ANALYTICS

Provides a macro-level overview of the core metrics & key performance indicators (KPI's) for each of the major online marketing channels.

EFFECTIVE WEBSITES

Reviews the characteristic attributes of SMART websites that achieve core, defined objectives without being side-tracked by technology or aesthetics alone.

PROCESSES

A structured view of the basic processes involved in online sales lead generation.

SEARCH FOOTPRINT

A macro-level overview of SEO and PPC strategy, their implementation and the changing landscape of search strategy execution in 2011.

ENGAGEMENT

Overviews the new role of marketing as an "aggregator" of content, describes a 7-step process for customer interaction and introduces the Gartner Hype Cycle.

CONTENT DISTRIBUTION

Overviews the sheer diversity of available channels on the internet, both social and broadcast, which let you syndicate your content to a much broader audience than ever before attainable.

CONTENT STRATEGY

A high-level understanding of content strategy and the content generation process, including its importance in a competitive strategy context and its impact on the organisation who formally adopts one.

CONVERSION

Micro-level definition of what "conversion" is, its supporting website infrastructure and the attributes of content and structure that impact conversion ratio.

TIME ALLOWING: THINGS TO WATCH IN 2011/2

"Guesses" of what we might see in 2011/2 that will affect the way we do business online.

Do not miss this event

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