



Webinar Outline

JULY 21 — Introduction to Internet Marketing: Moving Offline to Online

- Online Marketing – the digital marketing revolution
- Online Media Consumption – the online opportunity and where it lies
- Online Users – behaviours and target audience
- Integrated Online Marketing Strategy – searching, surfing and socializing online
- Building your brand online, driving traffic and conversion

AUGUST 18 — Building Targeted Traffic: Turning Visitors to Customers

- Understanding how to be “found” in an online search
- Effective strategies to increase targeted traffic to your website
- Why content on your website matters
- Website Conversion – understanding online user motivation and behaviour
- How to ensure your site visitors take the actions you want

SEPTEMBER 15 — Reaching and Retaining Your Customers through Email Marketing

- Email Marketing – how it works and why it’s an online strategy that gets results
- How to effectively follow up with new and existing customers
- Using email marketing to generate repeat sales
- Up-sell and cross-sell products and services
- Personalization and customer retention
- Getting and using feedback to improve your business
- Using Email Marketing to drive foot traffic and in-store purchases

OCTOBER 13 — Understanding Social Media and Advertising Online

- Social Media – understanding what the buzz is all about
- How your target audience interacts socially online
- Finding the right social media mix for your retail business
- Protecting your brand online
- Display Advertising Online – build top of mind awareness
- Consumer ad targeting for local and regional retailers
- Getting your message out where people are spending most of their time

NOVEMBER 3 — Is E-Commerce right for your Business?

- E-Commerce – creating a winning strategy
- E-Commerce – consumer behaviour and the online opportunity
- How other Internet marketing strategies impact your E-Commerce business results
- Optimizing your site for online sales
- Creating a sales funnel and paths to conversion
- Measuring results and analyzing for improvement
- E-Commerce solutions to meet different business needs