

E-Marketing Bootcamp

for tourism operators

Do you feel a bit overwhelmed by all this website and social media stuff? Do you want to know how to make the most of your website to increase (direct) sales? Do you want to learn how to develop an E-marketing strategy that is going to work for your business, increase your ranking on search engines and all about social media ?

WWW

If the answer is yes, this 1-day E-Marketing Bootcamp is FOR YOU!

Come away from the bootcamp feeling motivated and focused with lots of ideas that are easy to implement. Learn from marketing professionals & network with industry colleagues! You will develop a clear e-marketing action plan & set priorities – ready to go for the next season & beyond...

Topics include:

- How to develop an E-marketing strategy
- Elements of a great website (design, navigation, imagery etc)
- How to get ranked higher on search engines: DIY search engine optimisation
- How to increase traffic to your website
- Email opt-in lists and email newsletters
- Writing for the web
- Online advertising – what works, what doesn't
- Online booking options
- Social media (Blogs, Facebook, Linked in, Twitter, Youtube, Flickr and more!) – who uses it and should you?
- How to make the most of the new www.newzealand.com website
- Tripadvisor and other travel review websites
- Metrics & monitoring your E-marketing initiatives
- E-marketing on a shoestring ideas
- ...and more!

Who should attend:	People responsible for managing the website of a tourism business (note: this course is for people with little or a basic knowledge of the topics we cover)
Presenter:	Marijke Dunselman (BBus, DipTeach, MEntr.) See: www.smartraining.co.nz
Testimonials:	Go to: www.strategiesmarketing.co.nz/Training---Development/What-our-training-clients-say.asp
Date & time:	Date: tba Time: from 8.30 am – 5 pm
Location:	TBC
Cost:	\$ 599.00 for full day + gst (less than the cost of an advert!) 50% New Zealand Trade & Enterprise funding available –please contact us to see if your business qualifies!
BONUS:	Register for this Bootcamp and the Tourism Marketing Bootcamp and receive 2 hours FREE follow up coaching worth \$ 260.00!
Includes:	Course folder, handouts, templates, morning & afternoon tea, lunch.
Method:	Small group, interactive workshop – Appr. 2 hours of preparation

Register now! Limited spaces available (Registration form on the next page)

www.smartraining.co.nz

SMART TRAINING™





REGISTRATION FORM

Please fill in this form and fax it to: 03 4418023

Please email: info@strategiesmarketing.co.nz to inform us about your registration.

Course details:

Title of course:	E- Marketing Bootcamp
Date course (tick the one that applies):	

Attendee's contact details:

Name of attendee:	
Name of business:	
Position in business:	
Postal address:	
Phone:	
Mobile:	
Fax:	
Email:	
Website address:	

By registering, you agree to the following conditions:

Payment condition: payment needs to be made before the start of the course. An invoice will be sent to you.

Cancellation Policy: Once registered, the booking is considered confirmed. If you can't make it, you can transfer to the next workshop or bootcamp or substitute with someone from the same business.

Minimum numbers apply. Course may be rescheduled if minimum numbers aren't reached.

SMARTtraining™
c/o Strategies Marketing Consultancy
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Queenstown

For more info or any questions,
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