

# internet marketing for business advisers



CODE: IMBA  
DURATION: 2 DAYS  
CPD HOURS: 14

## PROGRAMME OVERVIEW

Hey – now you thought the Silver Surfer was cool. This cutting edge programme delivers the knowledge and skills of internet marketing required to provide appropriate advice to the SME sector. Identify the success factors and inhibitors whether your client is at the planning stage, has a website that is not performing to their expectations or wishes to promote their business via the internet. If you've got a website or you know somebody who has – you need to be here. No dodgy content, no nasty little viruses and definitely no SPAM!

## OBJECTIVES

- Establish clear expectations for how the internet can serve a client's business
- Help identify realistic objectives for client websites
- Demonstrate a broad knowledge of the technologies currently available
- Help clients focus attention on their online market
- Advise on the choice of domain names and website hosting in non-technical terms
- Understand the importance of effective project management in website development
- Appreciate the pros and cons of in-house versus outsourcing
- Evaluate website optimisation and understand the search engine registration process
- Understand and implement effective online PR campaigns
- Understand the importance and use of website statistics
- Take into account legislative issues as they apply to the SME website activities
- Be aware of security issues relative to online trading or business promotion

## DAY ONE

The Internet: business opportunity or cost?  
Dealing with the clients' expectations  
Helping to set realistic objectives  
Online technologies – in non-technical terms  
Domain names and hosting: what clients need to know  
Project management: helping clients take responsibility  
In-house or out-source, pros and cons  
Principles: sourcing and contracting a developer  
Considering geographical scope of the business  
Defining customer needs  
Competitor differentiation  
Online research techniques for business intelligence

## DAY TWO

Effective optimisation: what on earth is metadata??  
The search engine registration process – advising clients  
Online PR: keywords to Adwords, Blogging to Flogging  
Permission marketing and email campaigns  
Directories: promote the business online  
(without a website!)  
Benchmarking, monitoring and feedback: using website statistics and other tools  
Taking into account relevant legislation: IP, DDA, CAP code etc  
Online security issues: what do your clients need to be aware of  
Summary

*"After implementing the recommendations put forward I am now getting 80% of my business through the web site. Clients could not find the site six months ago!"*

*"Nigel knows his stuff."*

*"Presented in a clear and understandable way that did not include jargon"*

*"An entertaining and informative presentation that has made me think about the state of my web site."*

*"I have learnt more in 1 hour with Nigel than all the seminars I have been to on this subject"*

# general features

## TARGET AUDIENCE

Basically anybody involved with Business Support whether that be actively involved, involved on the periphery or just interested in becoming involved. Examples include business advisers, consultants, counsellors, mentors, coaches, trainers, network brokers, skills brokers, specialist advisers and intermediaries (e.g. accountants and solicitors). Delegates come from host organisations such as the Business Link network, local Learning & Skills Councils, regional development agencies (RDAs), enterprise agencies, chambers of commerce, training organisations, local authorities, economic development units (EDUs), banks and of course independent practitioners. You are all welcome!

## START AND FINISH TIMES

We kick off with the essential tea and coffee (caffeine!!) available from 9.15 for a prompt start at 9.30. Programmes finish around 16.00 to 16.30 but actual times may vary depending on circumstances on the day.

## CONTENT

Programmes are designed to be interactive, memorable and enjoyable. Consequently content comprises a mix of presentations, case studies, self assessment, group syndicate exercises, open discussion, videos, role play simulations, live internet feeds, best practice documentation and more. Actual content used varies from programme to programme and depends on the subject concerned. There is no pre-work to do but please let us know your background and if there is anything specific you want to achieve - we'll always do our best to help.

## WHAT'S INCLUDED?

All food and refreshments, training materials and Institute certification. We don't build rafts and paddle across rivers so no need for a wetsuit. Just bring yourself!

## STANDARDS MAPPING

All of our programmes are closely mapped to the requirements set out in the national occupational standards (SFEDI) for Business Support.

## CPD AND CERTIFICATION.

Each full day counts as 7 hours of continual professional development (CPD) which is certificated by the Institute of Business Consulting. Your personalised Institute training certificate is laminated for safe keeping and then sent directly to the person who made the original booking.

## ACCREDITATION

Each programme is available as a stand alone item or as a module of "the 5 Star Adviser", our unique Business Adviser development, assessment and accreditation programme (see page 24/25).

## PRICING

Members of the Institute of Business Consulting benefit from reduced programme rates. Please see our separate list of dates and venues for details of pricing, discounts and special offers. Prices quoted are exclusive of VAT.