

'Excellent! If you do any course make sure that it's this one!' – Delegate from Oxford University Press

E-Marketing Workshop

'Inspirational – I wanted to rush back and action it all straight away.'
Delegate from Heinemann Educational

'Excellent – likely to cover its costs several times over with all the new ideas.'
Delegate from Oberon Books

The almost limitless potential of e-marketing can be overwhelming. How do you begin to decide what's manageable and integrate it within your other marketing activities?

This is emphatically not a course for 'techies', but we do guarantee that you'll leave at the end feeling more confident about realistic options, and with plenty of guidance on putting them into practice. The day – split equally between web-based and email marketing – features lots of inspiring examples from across publishing, and the very latest web and email marketing stats.

Includes:

- Neat features of visitor-friendly websites
- Practical Web 2.0: effective use of social networking sites, blogs, podcasts, RSS feeds and viral marketing, whatever the size of your business
- Working with authors and associations to make resources stretch
- Emailings and newsletters – mailing lists, copywriting, HTML vs text-only
- Spam filters, sender reputation and the Data Protection Act
- SEO, UGC and other hot topics you NEED to understand
- Round-up of current statistics and great sources of info
- Case studies and examples throughout.

Course Tutor

Rachel Maund has trained publishers in e-marketing in Singapore, Australia, Mexico and China, as well as running this course regularly in the UK. When not tutoring, her desk job is likely to include working on e-marketing campaigns for publishers.

What's the day like?

This is the most intensive course we run, absolutely packed full of practical and up-to-the-minute tips and examples. Relevant, inspirational and confidence-boosting – so we're told.

Who should attend?

Anyone in marketing looking for a non-technical review of e-marketing best practice.

Course dates:

4 March 2010	London	£375 + VAT
27 May 2010	London	£375 + VAT
16 September 2010	Oxford	£375 + VAT
4 November 2010	London	£375 + VAT

CHECK AVAILABILITY NOW ON 020 8977 2741, OR
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