

Internet Marketing Awareness

The Challenge: How can Internet marketing help you grow your business?

Designed for companies of all sizes with an easy step-by-step approach to **Internet Marketing**, this workshop will expose participants to the tools of today's e-marketers.

The Solution:

Learn Internet Marketing strategies, tools and resources designed to get your message out to the market quickly and cost effectively.

Target Audience:

Business owners with an existing web site who would like to maximize their exposure and sales through Internet Marketing.

Getting You Started:

In a hands-on interactive workshop you will learn about:

- Search Engine Advertising and Optimization
- Social Media Optimization
- Display Advertising
- E-mail Marketing
- Web Site Analytics

BONUS: Continue to hone your skills beyond the Workshop in a half-hour FREE consultation with an Internet Marketing expert, booked following the Workshop.

Date: April 1, 2008

Location: Tantramar Theatre, 98 Victoria Street, Amherst, NS

Time: 8:30am – 4:30pm

Cost: \$100 (HST included) per participant with lunch provided

(cheque payable to UNBSJ Electronic Commerce Centre)

*** Registration and payment required no later than March 18, 2008***

To register or for more information, please contact the Cumberland Regional Economic Development Association (CREDA) @ 902-667-3638. www.creda.net

