



Using the **INTERNET** for **BUSINESS**

A seminar with simple, practical ideas & tools for marketing your business and influencing customer perceptions.

This three hour and half hour presentation is about establishing and maintaining a web business presence, and conducting business using the web including selling products and services online. The presentation stresses the importance of an integrated approach to all marketing and sales activities as part of this process. The seminar is aimed at an audience with little or no knowledge of the processes or technicalities involved.

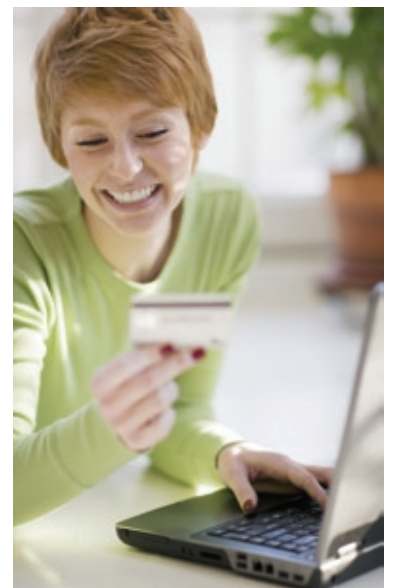
Course Topics:

- How a web site can be used to promote business and generate sales
- How to plan the venture
- Domain Names
- Choosing a designer
- Types of E-commerce solutions from simple to complex
- Shopping Carts
- Accepting payments online
- Data security
- Web Hosting
- Reporting and Statistics, Measuring the results.
- Search Engine Marketing
- Promoting your web site
- Social Networking

Course Outcomes:

This seminar aims to give attendees a broad understanding of using the internet for business. It is expected that attendees will:

- Understand different ways in which the internet can be used to promote business and generate sales
- Learn what is needed when planning and implementing a web presence
- Understand what to look for when choosing development partners
- Gain a broad understanding of different e-commerce solutions
- Understand the importance of data security
- Gain an understanding of hosting requirements
- Learn how to read and measure site statistics to measure results
- Understand a broad outline of how search engine marketing works
- Learn how to use other useful resources



Bookings

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Discounts available for two or more attendees from the same organisation.

See our web site for terms and conditions.