

MS – Marketing (Internet)

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Internet Marketing: A CEO's Overview

A CEO's Overview: Web site conversion / Google & search engine positioning / pay per click / web metrics analysis / web site management / strategic goal setting for the web– How and why do I want to get my web site ranked on the top of the search engines and what can I do to make my web site more profitable for my business?

Too many North American businesses are missing out on the growth potential the Internet offers their business. Why? Because they don't know, that they don't know, that they don't know! The ability to develop an Internet strategy and goals; attach metrics reporting; assemble the best team; delegate accountability; manage and measure your success in order to achieve stated objectives is best practice for day-to-day business activities. Why is your website excluded from this process?

Developing and executing an Internet marketing strategy is crucial for businesses to achieve sustained success and profitability online.

This session will help you understand how to:

- Develop a winning strategy to dominate your competition on line
- Leverage the top 8 ways to get your website to come up on page 1 of Google
- Turn your website into a full time HR department.
- Capture and mine email from your website. Learn how this one practice will separate the men from the boys and the ladies from the girls on the Internet.
- Set up realistic Internet marketing budgets that really work for your business.
- Protect your business with Internet privacy and security compliance. Set up intelligent metrics reporting and establish a management team to monitor the results.
- Interview and hire an Internet marketer or choose an Internet marketing company that is the right fit for you business

Internet Marketing and Search Engine Optimization is NOT rocket science...well maybe a bit But it does not have to be difficult, if you assemble the right resources and follow through with your plan of execution.

Participants will be given a handout summary on the topics above that will include a workbook section on the entire day. We will discuss their key concerns, failures, successes with Internet marketing in a group forum and then collectively choose two or three examples of their business challenges to drill down on, in order to benefit the entire group.