

# Easy Online Marketing Solutions Workshop Agenda

2 Days / 10am to 4pm each Day

Always walk through life as if you have something new to learn and you will.

If you do build a great experience, customers tell each other about that. Word of mouth is very powerful.

Success is the sum of small efforts, repeated day in and day out

Many a small thing has been made large by the right kind of advertising.

## Day 1

- Identifying your Market - True Colours
- Keywords that Trigger Visitors
- Targeting Specific Demographics
- Target Specific Markets
- Why Internet Marketing Matters
- Why Words Matter
- Content is King

## Day 2

- The Dynamics Of The Internet Breaking It Down
- Exercise- Create A New Market For Each Demographic
- Top 10 Things To Have On Your Website
- Top 10 Things to NOT HAVE on your website
- How to Maximize Your Website and Get Noticed
- Generate Leads and Turn Them Into Sales
- Stay Connected And Generate “Repeat Business”
- What To Say and Where to Say It!
- Tracking Your Investment To The Penny
- Get Started- Get Listed