

Web Marketing Strategy

WORKSHOP 3

Email - the money is in the list!

List some ideas for getting your customers/prospects email address..

What are the two autoresponders we looked at tonight?

Which **social media** sites best suit your business?

PPC - Pay Per Click

****Go spend a little play money and try out Google adwords and Facebooks Ads****

- Set a daily budget and track the results..
- Use keywords in your ads..
- Target your customers on Facebook Ads & use bright pictures that stand out..

SEO

What On Page SEO can you do?

What Off Page SEO can you do?

Thanks for being a part of tonights workshop, see you on **Wednesday 8th June** for workshop

4 - How to be effective at emarketing.. Michelle & Simon Frost :-)

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