

# Enterprise North Canterbury Business Training Workshops



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## eMarketing Master-class

A 3-session in-depth courses on how to leverage digital opportunities for your business with Deborah Roberts

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**e-Marketing (including Social Media)** seems like a great opportunity, but few companies really capitalize on it well. This session will help you to identify what the right model is for your business online. We'll also review the essential differences businesses need to understand about marketing in the online compared to the offline world. Having an effective online identity is also a critical part of eMarketing success so we'll review the key elements to getting your site right and the pitfalls to avoid. Finally we'll focus on making sure that you're on and offline marketing operates seamlessly and enhances your business without confusing your customers.

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### Session One - Identifying Your Online Opportunity

- Successful Online Business Models
- Why Online Marketing is Different
- Getting Your Site Right
- Integrating On and Offline Marketing

### Session Two - Leveraging eMarketing Techniques

- Succeeding with Online Search
- Accomplished Online Advertising
- Essential Email Marketing
- Powerful Online Publicity

### Session Three – Conversation, Community and Critique

- Social Media Strategies
  - Blogging
  - Twitter, Facebook and Linked In
  - Dynamic Media

## INTRODUCING YOUR PRESENTER

Deborah Roberts, **Managing Director, Indigo Marketing**

Deborah is a marketing and strategy expert with global corporate experience, a passion for small business, and an ability to spark world-class marketing thinking.

Working with Internet technology since 1988 and a contributing author to an e-business best seller, her professional career started with the first commercial hypertext business in the world. Deborah subsequently became Vice President of e-Business at Morgan Stanley, the global investment bank, and Chief Marketing Officer of an organisation which advised the UK's top listed companies on maximising their online opportunities. Until more recently, she was Global Financial Markets Strategist and Marketing Director for IBM, operating in one of the most technologically advanced sectors in the world.



## REGISTER NOW!

Session One Date: **Wednesday 18<sup>th</sup> August 2010**  
Session Two Date: **Wednesday 25<sup>th</sup> August 2010**  
Session Three Date: **Wednesday 8<sup>th</sup> September 2010**

**Time: 9.00 to 12.30pm**  
**Venue: MainPower Oval, Rangiora**  
**Price: \$125 + GST per session**  
**(Most of you will be eligible for 50% reimbursement with NZTE Management Assistance Training Programme details below)**

### Registration

To register, contact:  
Robyn Eyles  
Enterprise North Canterbury  
P: 03 310 6860  
E: [office@enterprisenc.co.nz](mailto:office@enterprisenc.co.nz)

### Management Assistance Training Programme information –

If your business has fewer than 50 full-time employees, you may be eligible for financial assistance from New Zealand Trade and Enterprise (NZTE) to partially cover the costs of management training courses completed between 1 July 2010 and 30 September 2010.

This is an interim scheme to continue helping business owners and managers to improve their management capabilities while a new network of regional partners and capability voucher system are established by NZTE.

Details about the NZTE Management Training Assistance Scheme are available at [www.nzte.govt.nz/training](http://www.nzte.govt.nz/training).

**We are available to assist you with your Management Assistance Training Programme reimbursement process. The programme includes a one-on-one capability assessment prior to the workshop.**