



Course Profile

Smarter on Line Marketing for Rural Businesses

A one day course following-on from Smarter Marketing. This course concentrates on online marketing activities including search engine optimisation. This intensive and practical programme has been designed to give you a head start in promoting a tourism business online, using a jargon free non technical approach.

Who is the course intended for?

Any individual responsible for promoting the business they own or work in, whether it is accommodation provider, an attraction, or leisure provider.

What will I gain from the course?

Ability use practical ideas that give you a head start in promoting your business online
Ways in which to use the use the media to promote your business and get publicity

Do I need previous skills & knowledge?

No, although having your own website would be beneficial (even if it is created and maintained by some one other than yourself).

Course Method:

- PowerPoint presentation
- Discussion Group
- Case studies

What does the workshop cover?

- understand the basic principles of online marketing and sales promotion
- appreciate how online marketing can be used to promote their business
- understand the principles of search engine optimisation
- understand the business opportunities deriving from Web 2.0 and the social media revolution market their organisation effectively online

Assessment:

- None

Further Information or booking:

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