

'Excellent! If you do any course make sure that it's this one!'

Delegate from Oxford University Press

Emarketing Workshop

'Practical, tailored and great fun – brilliant training all round.'

Delegate from Scholastic

'Excellent – likely to cover its costs several times over with all the new ideas.'

Delegate from Oberon Books

The almost limitless potential of emarketing can be overwhelming. How do you begin to decide what's manageable and integrate it within your other marketing activities?

This workshop is designed to bring you up to speed fast on a wide range of options, explaining how and when to deploy them, and with plenty of guidance on getting started. The day, covering both web-based and email marketing, features lots of inspiring examples from across publishing, and the very latest web and email marketing stats.

Includes:

- Planning, budgeting and briefing ecampaigns and web pages
- Customer engagement strategies and the role of content marketing
- Effective use of social media and blogs, whatever the size of your business
- Working with authors and associations
- Emailings and newsletters – from mailing lists to copywriting
- Spam filters, sender reputation and the Data Protection Act
- Customer engagement, SEO, UGC, Web 3.0 and other hot topics you NEED to understand
- Round-up of current statistics and great sources of info
- Case studies and examples throughout.

Course tutors:

Rachel Maund has run emarketing courses in Singapore, Australia, Mexico and China, as well as regularly in the UK. When not tutoring, the day job includes working on emarketing campaigns for publishers. She's joined by **Charley Beattie**, Head of International Marketing at Oxford University Press.

What's the day like?

This is the most intensive course we run, absolutely packed full of practical and up-to-the-minute tips and examples. Relevant, inspirational and confidence-boosting – so we're told.

Who should attend?

Anyone in marketing looking for a non-technical overview of emarketing. (Take a look at related courses **Email Marketing** and **Social Media Marketing Boot Camp** for more in-depth coverage of these topics.)

CHECK UPCOMING DATES NOW AT www.marketability.info/emarketing

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