

# Customer Growth Programmes

## EXECUTING EFFECTIVE ONLINE MARKETING



### Overview

No organisation can ignore marketing online in today's market. The key objectives of online marketing is to reach and convert leads into customers and retain them, promote brands, build preference and increase sales. Thus it is no different from the objectives of offline marketing, only that to be effective we need to understand the dynamics of how to engage with your target audience in the digital economy

### Topics Covered

- Understanding Online Marketing
- Digital Marketing Strategy
- How to make your website effective
- Marketing Online – The basics
- How to effectively spend your budget
- Online Community Management
- Increasing your chances of online success
- Do's and Don'ts

For more information on the latest venues and pricing click [here](#) or visit our website at [www.allumno.com](http://www.allumno.com)  
Enquiries: [info@allumno.com](mailto:info@allumno.com) or call us on +44(0)2036957933

### Target Audience

Marketing Managers, Department Heads, Directors

### Outcome

At the end of this course you will be able to understand the critical steps and building blocks to establish an effective online presence. You will learn how to use the web to propel your business by understanding how people behave on the web and what you need to capture their attention. This will apply to existing businesses with or without an online strategy.