

Successful Online Marketing for Manufacturers

Merseyside
Manufacturers
FREE Breakfast
Event



Thursday 15th November 2007

8.00am – 11.00am

Suites Hotel Knowsley, Ribblers Lane, Knowsley, Prescot L34 9HA

This is your invitation to explore how online marketing can be used as a successful strategy to grow your manufacturing business and win new sales.

The Manufacturing Institute is offering you the opportunity to learn how to get to the top of search engines and generate more business through your website.

You'll gain knowledge, approaches and web-based tools to create successful online marketing.

The Manufacturing Institute – which delivers the BERR Manufacturing Advisory Service in the North West – introduces this free workshop as part of a key package of services available to help Merseyside manufacturers make more of Information and Communications Technology.

Merseyside Manufacturing & Automotive Group will also outline their activities and the mentoring support available to help develop your business.

Specifically we will cover:-

- Optimising your website to get top ranking in Google & other search engines.
- Using 'pay per click' to maximise relevant traffic & online sales.
- Building affiliation techniques, link building, directories & email into your marketing strategies.
- Q&A – analysing YOUR site & building a winning online marketing plan.



Successful Online Marketing for Manufacturers

Come and hear the ins and outs of online marketing methods. It is a great opportunity to get your web-based marketing questions answered. You can even audit your site and prepare an improvement action plan to take away.

Who should attend?

This event is a MUST for any small and medium sized manufacturing companies interested in building competitive advantage. It is aimed at Owners, Managing Directors, Operations Directors, Marketing Managers and those responsible for IT.

Outline Programme

- 08.00-08.30** Arrival and light breakfast
- 08.30-09.00** Welcome and introductions
- 09.00-10.30** Successful online marketing for manufacturers
- 10.30-11.00** Q&A - your questions answered
- 11.00** Close and networking

FREE*
to Merseyside
manufacturers

*Maximum 2 delegates per company.

You will come away with your own 'workbook' completed with a personal action plan.

The event will also include a chance to network with like-minded manufacturers and representatives from relevant business support organisations and networks 11.00am-12.00pm.



INVESTING IN
england'snorthwest

Register now by contacting the events team on:

Phone 0800 458 9585

Email events@manufacturinginstitute.co.uk

Please note *The Manufacturing Institute reserves the right to change the programme, speakers or venue and alter or cancel any published dates without liability. The Manufacturing Institute reserves the right to refuse or cancel a booking, even after receipt of a payment. Data protection- The Manufacturing Institute does not and will not pass on, rent or sell any of the information that you provide to third parties. Any information you provide will be treated in strictest confidence and will be compliant with the relevant data protection laws. If you do not wish to receive information regarding other Manufacturing Institute programmes and activities, please tick here