

tothePOINT small business marketing seminars

Taking place in Cape Town on December 10 2012 with small business owners in mind, tothePOINT marketing seminars are specially designed to assist in the significant improvement of marketing efforts, offering a simple snap-shot of how this can be achieved.

Speakers have been selected from essential marketing communication disciplines to advise on some of the fundamental facets of online marketing, ensuring attendees leave the seminar inspired and having gained practical knowledge on which marketing tools will best suit their business strategy.

Speakers include:

- Shaune Jordaan (CEO of Synergize)
- Suzanne Little (Head of Social Media at Quirk)
- Barbara Ulmi (Marketing Director at Graphic Mail)
- Leon Lategan (Self-employed; previously MD of IOL and Founder and MD of Purple Cow)

The four key areas that they will be discussing include:

- Search Engine Marketing (How to use Google to generate more business)
- Conversion Optimisation (How to convert website visits into realised goals)
- Social Media (How to use social media to improve relationships with customers)
- Email Marketing (How to keep your newly acquired customers informed)

Date: 10 December 2012

Time: 09:00 - 16:15

Venue: Old Mutual - Mutualpark Pinelands, Cape Town

Cost: R575

More info:

Venue: The Fairbairn Room

For more, visit: <https://www.bizcommunity.com>