

tothePOINT small business marketing seminars

Specifically designed with small business owners in mind, tothePOINT marketing seminars will offer simple, valuable sets of "how to" steps intended to improve marketing efforts.

tothePOINT speakers have been selected from essential marketing communication disciplines to advise on some of the metrics that will assist in the improvement of marketing initiatives. They will break down fundamental facets of online marketing to ensure 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 stay connected and improve relationships with customers)
- Email Marketing (How to keep your newly acquired customers informed)

Cost per ticket: R575

For more information, call Living Your Brand on 021 180 4111.

Date: 10 December 2012

Time: 09:00 - 16:15

Venue: Old Mutual - Mutualpark, Pinelands, Cape Town

Cost: 021 180 4111

More info:

Venue located in The Fairbairne Room

Address: Mutualpark, Jan Smuts Drive, Cape Town 7405