

INTRODUCTION

Advances in Internet development has accelerated the growth of e-Marketing, which enables companies with a strong customer base or resources to undertake costly promotional activities.

How can SMEs capture the global business opportunities with e-Marketing in a timely and cost-effective manner?

Through an engaging e-Learning Game Platform, this programme will offer you the knowledge, skills and best practices in e-Marketing in an interesting and dynamic learning environment.

OBJECTIVES

- To provide participants with the basics of e-Marketing, preparing them to adopt it in their company strategy
- To enable participants to adopt e-Mail Marketing best practices to enhance their competitive advantages
- To help participants grow their business with e-Marketing

CERTIFICATION

Participants who have successfully passed the six examinations in online learning platform and attended the e-Marketing workshop will be granted the Certificate of e-Marketing, jointly offered by Wharf T&T eBusiness Limited and Hong Kong Productivity Council.

WORKSHOP OUTLINE

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|---|---|
| 1. e-Marketing Fundamentals | 4.1. What is Search Engine Marketing |
| 1.1. What is e-Marketing | 4.2. Search Engine Optimization vs. Search Engine Marketing |
| 1.2. Traditional Marketing vs. e-Marketing | 4.3. Practical Tips for Search Engine Marketing |
| 1.3. 7 Steps of e-Marketing | 5. Online Advertising |
| 1.4. e-Marketing Tactics | 5.1. Online Media Strategies |
| 2. Email Marketing | 5.2. Media Planning Process |
| 2.1. Email Marketing Strategies | 5.3. Developing Online Campaign |
| 2.2. Email Marketing Process | 5.4. Practical Tips for Online Advertising |
| 2.3. Managing the Email Database | 6. The Trend of e-Marketing Nowadays |
| 2.4. Legal Requirements for Email Marketing | 6.1. Target Marketing Strategies |
| 2.5. Email Marketing Tool | 6.2. Integrated Marketing Strategies |
| 2.6. Practical Tips for Email Marketing | 6.3. Case Studies |
| 3. Workshop - Plan an Email Marketing Project | 7. Online Assessment using e-Game Platform |
| 4. Search Engine Marketing | |

Date and Time

30 November, 2007 (Fri), 9:30a.m. – 5:00p.m.

Course Fee

HK\$1,500 per participant

Venue

Hong Kong Productivity Council
1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Kowloon, Hong Kong

Enquiries

Please call Ms. Kwok at (852) 2788-6271, Ms. Lo at (852) 2788-6266, fax to (852) 2788-6260 or email: ait@hkpc.org
Website: <http://www.hktrainingonline.com>

Enrolment Form

Course / Seminar	e-Marketing Workshop	Course Code:	40074447
Name	(Mr/Mrs/Ms*)	Date & Time	30 November, 2007 (Fri)
Contact No.		E-mail	
Organisation		Position	
Mailing Address			

Please circulate this leaflet to those who are interested