

Web Marketing – Custom Classroom Training for Tech Employees

Learn to confidently execute an online marketing strategy that gets results

Does your company have one or more employees who need the skills to confidently execute an online marketing strategy that gets results?

Join us as we present a decade's worth of online marketing experience in a fast paced, highly practical training series.

Classroom training will focus on:

- Mastering the basics of **Search Engine Optimization**
- Key concepts of Online Advertising and **Pay Per Click Advertising**
- The role of **Social Media**
- On-site **Sales Conversion**
- **Web Analytics**. Students will create and learn how to maintain a monthly "dashboard" measuring critical online indicators for your company.

Depending on the student makeup of the class we may also explore:

- **Effective Email Marketing**
- **Online PR**

PlusROI's web marketing classroom training program will:

- Provide an initial interview with you and your employee(s) to determine where training is required in the context of your business' online marketing strategy.
- Develop a custom learning plan for your employee(s).
- Be held over 3 half-day intensive morning sessions held at the Vancouver Island Tech Park (**Nov. 18, Nov. 24, Dec. 1**).
- Create personalized homework assignments between training sessions which address real-life issues needing to be addressed in your company's web marketing.
- Follow-up with a private conference approximately one month after conclusion of classroom training to address any training areas requiring further review.

One of the biggest benefits of this custom training is that real marketing challenges within your organization are addressed during the lessons and are the subject of the homework assignments. This ensures that:

1. The training is **100% relevant** to the practical needs of students and the organization.

2. Your employee(s) will have the knowledge required to **execute** on the most appropriate **online strategies** for your company.
3. Your company will make **clear progress** towards its online marketing goals.

Training will be conducted by Robert Cooper, President of PlusROI Online Marketing and a ten year veteran of international online marketing. Robert has conducted very successful training sessions for organizations such as VIATeC, Tourism Victoria and the UVic MBA program. Robert was also the creator and facilitator at the 2010 BC Social Media Summit and will be speaking at this fall's Social Media Camp in Victoria BC.

Email Rob@PlusROI.com for further information.

Cost for custom classroom training is \$1395 (plus HST) per student.

Companies may apply for full funding for this training through the following program (a final commitment is not required until your application is approved):

*The Ministry of Advanced Education and Labour Market Development has established a new initiative, the **Workplace Training for Innovation Pilot Program (WTIP)**.*

The program is designed to provide funding to eligible employers with less than 50 staff for the employee training of their choice, delivered by the training provider of their choice. Through WTIP, employers decide on the training and the training provider best suited to assist them to improve productivity, enhance competitiveness, and/or introduce new technology, equipment, or work processes. There are hundreds of training options available across the province for employers to choose from, including colleges or private training institutions.

The Ministry of Advanced Education and Labour Market Development has not pre-approved nor endorsed any courses, programs, or training providers with respect to WTIP.

*For more information, please visit the WTIP website www.aved.gov.bc.ca/workplace_training_program or contact the Program Administrator (Chemistry Consulting Group Inc.) toll-free at **1 877 365-5757***