

Effective Marketing on The Internet for the Wine & Food Sectors

This one-day workshop is specially aimed at small and micro businesses in the wine and food sector. It focuses on how small businesses can get the most from the Internet to increase sales. Particular focus is on increasing your ranking on Google and how online ordering systems increase your sales.

Topic	Description
Your Web Site Strategy	How does a website fit into your marketing strategy? What makes an effective website?
Managing Your Website	How are websites made? How to work with a web-developer. Engaging a web developer
Selling Online	Different payment methods What is a payment gateway and do you need one?
Online Ordering	What is an online ordering system? How can I get larger buyers to buy from me?
Increase your website ranking on Google.	How does Google rank a website? What is the importance of "key words"? How can my website support my key words?

Date: Thursday 21st June 2007

Location: Adelaide Hills RDB, 38 Adelaide Rd Mount Barker

Time: 9:00 am to 4pm (coffee and lunch provided)

Workshop Presenter—Ivor Hay

For the past five years, Ivor Hay was the State Government's E-Business Manager. This role allowed him to work closely with a wide range of small businesses to help them develop and implement their online strategies.

What people have said about these workshops

"Lots of great ideas to be implemented" - Lynn Jones. Blue C

"Much more information than I expected" - Tammy Whitehead. Glenara Transport

"Brilliant. Best info I had received relating to my internet business" - Ann Pegler, Farmersmarketonline.com.au

Costs

The cost is **FREE** complements of the South Australian Department of Trade & Economic Development, Adelaide Hills Food Group and Adelaide Hills RDB.

To register, please contact John Koutsikas at the Adelaide Hills RDB:

Phone: (08) 8391-1374 ; **Email:** jkoutsikas@adelaidehills.com.au

