



Internet Marketing Mastery

Friday, 6th May 2011 - 9.00am - 5.00pm

Chatswood Club, 11 Help Street, Chatswood NSW

IdeaBank is pleased to present a new all-day programme designed to demystify Internet Marketing & Online Business, specifically for the **Australian market**. Learn strategies to capture new leads and convert customers online, using low-cost and practical techniques that will have an immediate impact on your business and web presence. Join us as we delight in myth-busting Internet Marketing, bogus blogging, facebook fallacies and myspace mayham!

LEARN THE SECRETS OF INTERNET MARKETING

- Learn how the search engines really work, out-rank your competitors and super-charge your website enquiries and sales.
- We will provide you with over 50 crucial link building strategies and tactics you can immediately use to boost your search engine ranking for keywords your customers are searching for.
- Develop a website marketing strategy that progresses your visitors from **search** to **lead** to **customer** to **repeat customer**.
- When and how to use pay per click advertising including Google Adwords.
- Social networking minus all of the hype. We look at marketing on websites including **linked-in**, facebook, myspace, **youtube**, twitter and free blogging websites.
- Much, much more – visit our website for a complete course summary.

PLUS YOU WILL ALSO RECEIVE:

- A comprehensive workbook which can be used for immediate results in your business.
- Over 100 Internet marketing strategies to boost your leads, convert more customers, increase your average customer spend and frequency of online transactions.



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GET YOUR TICKETS TODAY

Go to www.idealbank.com.au or send this form to IdeaBank 27 Bradshaw Crescent, Manning WA 6152

Cheques should be payable to IdeaBank

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Company		
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\$97 each
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Expiry Date					Total Amount \$	CSV# <small>(security code on back of credit card)</small>														
Name On Card <small>(if different)</small>																				
Signature															Date					