

25 Great Ways to Promote your Club Online

ProfitableHospitality.com



Fast, Effective Internet Marketing For Clubs in Australia

Learn how to drive traffic through your doors with clever online marketing . . . it's not difficult!

A special 1-Day Workshop for CEOs, Marketing Managers, Function & Event Managers, HR and Catering Managers, Chefs and decision makers.

Online marketing is the way of the future - can your club afford to be left behind? Having one lazy website is not a strategy for future growth! If your Club is NOT leading the way, this new Internet Marketing Workshop is for you. In just one day learn how new website, email, SMS and social media options can grow your club's membership and sales, fast!

Whether you're starting a new marketing campaign or planning improvements, you'll find easy to use ideas in this workshop – take this opportunity to be part of the buzz.

Presented by Profitable Hospitality for Club Managers Association of Australia

Wednesday 17 February 2010, 9.30am - 4pm at CMAA Headquarters in Sydney

Ken Burgin packs this workshop with more than 100 real-life examples. Clubs just like yours that use online marketing with great success, and relevant pubs, restaurants and cafes.

Learn From the Doers . . .

Club managers who are successfully using online marketing will share how they do it. Plus you'll receive 12 months ongoing support and a value-packed resource web page full of links and ready to use tools.

This content-packed Workshop includes:

- How to appear on Page #1 of a Google search - simple & effective methods
- How to use Facebook and Twitter to promote your business and build your client base - Australians now spend 29% of their internet time on Facebook, so an effective presence is essential!
- Protect your club's reputation - easy comment tracking now that everyone can be a critic
- How to use your membership list for more effective online promotion
- Better email marketing - find the easy way to get started or make improvements
- Promote and sell parties and special events online - everyone likes payment in advance!
- Use an online diary to promote the people and events at your business
- Going mobile - new options with SMS text messaging and mobile phones
- Preparing an Online Marketing Action Plan and 12 Month Calendar - template supplied
- Finding the time! Useful shortcuts for automatic marketing and prioritising activities
- The good and bad of club website design - 6 common website mistakes and how to avoid them
- Make sure your website covers these 10 essential features for 2010

It's easy to be ahead of the rest – in just one day! See more on www.ProfitableHospitality.com

Book Now on the CMAA website:
www.cmaa.asn.au

Investment: \$295 for one person,
\$245 for two or more from the same club.

Whether your club is large or small, city or country, you can start using these ideas immediately!



www.PROFITABLE HOSPITALITY.com

