

Effective Online Marketing . . . One Day Workshop for Clubs



Great ways to promote your club on the internet

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

Dates: Sydney: 29th July 2010, CMAA Auburn

Brisbane: 3 August, Broncos Leagues Club

Ken Burgin packs this workshop with more than 100 real-life examples. Clubs just like yours, relevant pubs, restaurants and hotels that use online marketing with great success. Receive 12 months ongoing support from Profitablehospitality.com, with a value packed resource page full of links and ready to use tools.

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

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
- 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 per person,



www.PROFITABLE HOSPITALITY.com

