

Online Learning Courses

in Internet Marketing

BUSINESS FUNDAMENTALS IN INTERNET MARKETING

WHAT
YOU
SAID

"The presentation of your introduction alone made it worthwhile. It changed my entire process of thinking."

*Neville Coleman
Honorary Fellow
Australian Institute of Photography*

Visit our direct training website at www.praxisnow.ie

CONTENTS

Business Fundamentals In Internet Marketing	3
Learning Objectives	4
Sample Learning Content “The Opt-in Process”	5
Video walkthrough of the Digital content delivery area	6
Content Overview	7
Biographies	8
Information Links	10

SELF-PACED ONLINE LEARNING

BUSINESS FUNDAMENTALS IN INTERNET MARKETING

The "e" version of "Internet Marketing for 21st Century Businesses" – the powerhouse, non-technical, executive training program in online marketing for sales-focussed businesses.

Food for thought



If you are connected to the internet, click the above image to view an appetizer video.

WHO IS IT FOR?

This is a non-technical, self-paced online learning programme for owner-managers in small businesses and senior management in medium-sized enterprises entrusted with accountability for exposing and engaging new sales opportunities through the internet

SELF-PACED ONLINE LEARNING

WHAT IS IT?

An “always available”, self-paced online learning course comprised of multiple media stored learning content that will bring you from ground-zero to a competent understanding of internet marketing strategy and its implementation using the primary electronic marketing channels, including:

- 8 x Video learning modules
- 3 x Walkthroughs (video screen-casts)
- 6 x MP3 Audio downloads
- 6 x .pdf full slide-set downloads

LEARNING OBJECTIVES

1

To demystify the techniques and methods used in each of the major electronic marketing channels including SEO, PPC and e-Mail Marketing among others. By bringing structure to your online marketing engagement, you are more likely to stay effective; results-focused and resource-efficient.

2

To show you, using recorded live demonstrations, how freely available online tools and methods can significantly improve your chances of success on the internet and contribute directly to your capacity to generate new sales opportunities from your website.

3

To remove your vulnerability to the mountain of bad advice that is out there in online marketing. It aims to equip you in the shortest possible time, with an understanding of internet marketing that will help you to confidently engage both external suppliers and internal practitioners in any of its core subjects.

SELF-PACED ONLINE LEARNING

Experience an online
learning segment right now

“The Opt-In Process”

Click the image below to view a sample extract from the “Internet Marketing Processes” module which describes the micro-level capture process as it applies to all your electronic marketing collateral.



AN ENGAGING, EFFECTIVE LEARNING EXPERIENCE

Business Fundamentals in Internet Marketing comprises the very highest quality digital learning content you can buy. Apart from the minimum necessary introductory content, every minute you can spend with this programme will trigger new ideas for your business and will significantly build your confidence to engage the internet for direct business development.

SELF-PACED ONLINE LEARNING

CLICK-TO-VIEW TOUR OF COURSE CONTENT



If you have a live internet connection, an online video walkthrough demonstration of the course content may be viewed by clicking the image to the left.

ACCESS TO CONTENT

When your order is completed, we will need to confirm your email address. Once confirmed, you will receive password access to the digital content delivery area.

Your downloaded content and access to the delivery area is a substantial and valuable information asset and you should be careful to store them together in a place where you can easily and regularly find them.

SELF-PACED ONLINE LEARNING

CONTENT INCLUSIONS

- Core processes in internet marketing; macro level (20,000 ft view), micro-level (1ft view) and the up-selling process.
- Key-pharse research techniques to identify your served market online.
- Online Competitor Analysis
- Search Engine Optimization; the SEO equation, page-level optimization, site-level optimization and link score.
- E-Mail Marketing
- Performance improvement techniques in Google AdWords / Pay-per-Click marketing.

COST

The "instant and forever" price is €97 + VAT. That is to say, you don't need to keep paying each time the content is updated and it will always be available for you to access or download.



Visit the
Purchase
Page

PRESENTED BY



John Coburn

John has twenty-seven years experience in international business including senior executive positions with Westinghouse, Oracle and First Data Corp.

He has been an executive board member with a number of software and technology-based organisations and was an award-winning presenter from an early stage in his career. John is the author of two books - "Components of Internet Marketing Strategy" - a birds-eye view of applied online marketing techniques, and "Selling High Value Software" - a big-ticket blueprint for negotiating international software projects. He is a graduate of electronics engineering and marketing, and is widely known for his seminars on applied internet marketing.

Co-founder of PraxisNow in Ireland and Coburnbrothers.com (USA), John has lived and engaged internet marketing projects in Europe, Japan and the USA including multiple product launches, direct selling, brand development, small business start-ups, corporate marketing and business development.

RESEARCHED BY



Noel Coburn

Based in Dublin, Ireland, Noel is a Member of the Advisory Board to the Centre for Breakthrough Thinking in Los Angeles. He is also non-executive Chairman (EMEA) of Moli.com - a global player in the field of Social & Business Networking Web 2.0 platforms. He co-founded PraxisNow and Clarendon Technology Group in Ireland and has written on purpose-directed problem solving for future-oriented enterprises.

Noel combines an MBA (winner of the Irish Management Institute's Sir Charles Harvey Award) with a degree in Engineering. Throughout his career, Noel held senior management positions with Digital Equipment Corporation, Lotus Development Corporation, and Info'Products. An original thinker, Noel is widely recognised for his seminars on Breakthrough Thinking and uniquely bridges an experience gap between the wider, strategic elements of marketing and the tactical options of marketing on the internet.

ONLINE LINKS

E-COURSE
BUSINESS FUNDAMENTALS
IN INTERNET MARKETING

www.coburnbrothers.com/fundamentals

E-COURSE
OUTSOURCING
SEO PROJECTS

www.coburnbrothers.com/search



Coburn Brothers,
Unit 32 Ashgrove House
Ashgrove Industrial Estate
Kill Avenue, Dun Laoghaire
Co. Dublin, IRELAND

T. (+353) 01 2360076 **E.** seminars@praxisnow.ie