



There's lots of shouting about **Digital Marketing**

**Shout less and learn what it really means to your business by attending
The Introduction to Digital Marketing Breakfast Seminar**

**in St. Stephens Green Club
on Tuesday 14th of September from 7am to 9.30am**

**Digital Marketing / On Line Marketing – SEO, Adwords, Social Media, Email
Marketing, Analytics...** You will learn a little more about these dynamic
and results-driven marketing tools for your business at this event.

Our Speakers, Ian Dodson and Anthony Quigley both experts in the Digital Marketing
field and founders of the **Digital Marketing Institute** will whet your appetite.

To reserve your place at this unmissable event, contact Maureen on **087 123 2875**
or log on to www.dppskillnet.ie. Cost for members €50, cost for non-members €100.

The DPP Skillnet is funded by member companies and the Training
Networks Programme, an initiative of Skillnets Ltd. funded from the
National Training Fund through the Department of Education and Skills.

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Reserve your place
Tel: 087 123 2875
www.dppskillnet.ie

8 Week Digital Marketing Programme starts 27th September

If you want to get a comprehensive introduction to the concepts and applications of digital marketing, this 8 week programme has been designed to do just that.

This programme is run in conjunction with Sure Skills and the Digital Marketing Institute and sessions are given by practitioners who are experts in their areas.



Programme start date
27th September

Location
14 Fitzwilliam Place
Dublin 2

8 x Sessions
Monday Evenings
6.30pm to 9.30pm

Cost
€650 for members
€1,000 for non members

Digital Marketing 8 Week Programme

Session 1	How the Internet has impacted Marketing
Session 2	Search Engine Optimisation (SEO)
Session 3	Pay Per Click Marketing (focusing on Google Adwords)
Session 4	Using Google Analytics to improve traffic and user navigation
Session 5	Email Marketing in the Digital Mix
Session 6	Social Marketing
Session 7	Online Display Advertising
Session 8	Planning & Implementing a Digital Marketing Campaign

Places are booking fast on this much sought after programme so book yours now by contact Maureen on **087 123 2875** or logon to www.dppskillnet.ie.

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