

ProspectSoft eCommerce and Email Marketing Workshop

Christchurch Harbour Hotel · Christchurch, Dorset

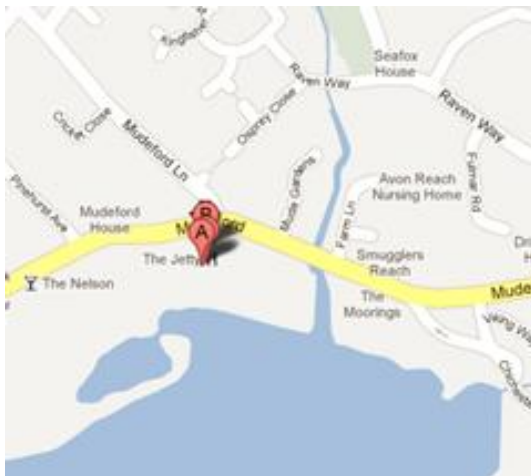
The Christchurch Harbour Hotel is situated on the Dorset World Heritage Coastline. Located only 30 minutes from Bournemouth, it is also easily accessible from all major roads (only 5 minutes from the A35 and 30 minutes from the M27).



Christchurch Harbour Hotel
s p a & r e s t a u r a n t

Directions

Address: Christchurch Harbour Hotel, 95 Mudeford, Christchurch, Dorset, BH23 3NT



Testimonials from past events

"A very good presentation that clearly outlined the benefits of having an e-commerce website. Very Professional!"

Archie David - IT Officer, Hynedale Ltd

"Great event, very useful"

Deborah Page - Marketing Manager, Elstead Lighting Ltd

84% of people who attended our last event scored us **five** or **six out of six** when asked how valuable the event had been to them.

Agenda

9.30am: Arrival - Tea and Coffee

How to 'Get started online'

- ✓ The 'Long Tail' of eCommerce - why you don't need to compete with Amazon
- ✓ How to sell 'real' products and services; products you may not think can be sold in an online environment
- ✓ What information your eCommerce portal is going to need, and how to make this a source of competitive advantage

How to 'Do eCommerce the right way'

- ✓ How eCommerce done correctly can save you money, as well as increase revenue
- ✓ Case studies of real SME's adding six figures plus to their bottom line
- ✓ An introduction to ProspectSoft eCommerce

Email Marketing 'Best Practice'

- ✓ Tips on getting your emails delivered, opened and read
- ✓ Learn how to beat the SPAM filters – key things to avoid

Integrated Email Marketing

- ✓ The real value of your email marketing clicks
- ✓ Consolidating all your customer information in one place
- ✓ Email automation – taking the next step

3pm: Finish