



Online Marketing Workshops

Three Half-Day Workshops for July and August

- Tuesday 20th July 2010 Developing an Online Marketing Strategy
- Tuesday 27th July 2010 Blogging for Business
- Tuesday 3rd August 2010 Getting Started with e-Mail Marketing

**There are limited places - Booking early is recommended.*

Venue: Bangor University Business Management Centre

http://www.bangor.ac.uk/management_centre

Registration & Coffee: 9:00 AM

Workshops Start: 9:30 AM until 12:30 PM

Workshop Presenter: Emma Runciman – Owner of 'Think Say Do'



Emma Runciman set up her company 'Think Say Do', as a consumer research business in February this year. She has been particularly successful in using online marketing tools to promote and grow her business. Emma is really keen to pass on her knowledge and experience to other business people. The three workshops aim provide a rich overview of online marketing techniques, as well as more in-depth information on two particular techniques that Emma really values – blogging and email marketing.

To book your place at the workshops: Please telephone or email:

Dr Robert Gittins

Email: rgittins@bangor.ac.uk

Telephone: 07764786419

For more information about VRLink SIG, please join the group through the 'Members Section' of our website: www.vrlink.bangor.ac.uk

For more information about the workshops – Please scroll down or see next page.

VRLink SIG: More about the workshops.

Tuesday 20th July 2010 - Developing an Online Marketing Strategy

This workshop will give you a clear insight into the areas that make up online marketing and how they fit together. The focus will be on: your website, email marketing, social media marketing including blogging and the business use of social networking - we'll cover Twitter, Facebook and LinkedIn, amongst others. By the end of the workshop you'll be able to start planning an online marketing strategy for your business based on what will work for you and an understanding of the day-to-day tasks involved.

Tuesday 27th July 2010 – Blogging for Business

Blogs are a fantastic online tool businesses can use for advertising, PR and to keep your staff or customers updated about company news.

This workshop will help you with the planning and implementation of a business blog.

There will be plenty of case studies for you to discover how other businesses are using blogging to get their message across.

By the end of this workshop we'll have covered: what blogs are, how to develop a strategy for your blog, how to put together a blog post and how to promote your blog.

Tuesday 3rd August 2010 – Getting Started with e-Mail Marketing

Email marketing can be a fast, personal and extremely cost effective way to communicate with both existing and potential customers.

This workshop will help you with the planning and implementation of an email marketing strategy.

By the end of this workshop we'll have covered: defining your strategy, how to collect email addresses, the importance of permission and 'opt in', email marketing tools, designing email content, testing, spam filter penetration and analytics.

VRLink Special Interest Group

Virtual Environment and Real Environment Knowledge Exchange

Hosted by the School of Computer Science at Bangor University, and Funded by the Welsh Assembly Government's Academic Expertise for Business (A4B), Knowledge Exchange Projects and ERDF.





Gweithdai marchnata ar-lein

Tri gweithdy hanner diwrnod ym mis Gorffennaf a mis Awst

- Dydd Mawrth 20 Gorffennaf 2010 *Developing an Online Marketing Strategy*
- Dydd Mawrth 27 Gorffennaf 2010 *Blogging for Business*
- Dydd Mawrth, 3 Awst 2010 *Getting Started with e-Mail Marketing*

**dim ond nifer cyfyngedig o leoedd sydd ar gael – felly archebwch ei lle yn fuan.*

Lleoliad: Canolfan Reolaeth Busnes Prifysgol Bangor

http://www.bangor.ac.uk/management_centre

Cofrestru a Choffi: 9:00 AM

Y gweithdai'n dechrau: 9:30 AM tan 12:30 PM

Arweinydd y gweithdy: Emma Runciman – perchennog 'Think Say Do'



Sefydlodd Emma Runciman ei chwmni ymchwil i ddefnyddwyr, sef 'Think Say Do', ym mis Chwefror eleni. Mae wedi cael llwyddiant arbennig wrth ddefnyddio offer marchnata ar-lein i hyrwyddo a datblygu ei busnes. Mae Emma'n awyddus iawn i rannu ei gwybodaeth a'i harbenigedd gyda phobl fusnes eraill. Nod y tri gweithdy yw rhoi trosolwg o dechnegau marchnata ar-lein, ynghyd â gwybodaeth fwy manwl am ddwy dechneg y mae Emma'n arbennig o hoff ohonynt, sef blogio a marchnata trwy e-bost.

I neilltuo eich lle yn y gweithdai: Ffoniwch neu anfonwch e-bost at:

Dr Robert Gittins

E-bost: rgittins@bangor.ac.uk

Ffôn: 07764786419

Am ragor o wybodaeth am VRLink SIG, ymunwch â'r grŵp trwy'r adran aelodau ar ein gwefan: www.vrlink.bangor.ac.uk

Am ragor o wybodaeth am y gweithdai – rholiwch i lawr neu ewch i'r dudalen nesaf.

VRLink SIG: Mwy am y gweithdai.

Dydd Mawrth 20 Gorffennaf 2010 - Developing an Online Marketing Strategy

Bydd y gweithdy hwn yn eich dysgu am wahanol feysydd marchnata ar-lein a sut maent yn cyd-fynd â'i gilydd. Byddwn yn canolbwyntio ar y canlynol: eich gwefan, marchnata trwy e-bost, marchnata trwy gyfryngau cymdeithasol yn cynnwys blogio a defnyddio rhwydweithiau cymdeithasol er dibenion busnes - byddwn yn ymdrin â Twitter, Facebook, LinkedIn ac eraill.

Erbyn diwedd y gweithdy, byddwch yn gallu dechrau cynllunio strategaeth farchnata ar-lein i'ch busnes wedi ei seilio ar beth fydd yn gweithio i chi a dealltwriaeth o'r tasgau fydd angen eu gwneud o ddydd i ddydd.

Dydd Mawrth 27 Gorffennaf 2010 – Blogging for Business

Mae blogiau yn ffordd wych o hysbysebu busnes, gwneud gwaith cysylltiadau cyhoeddus a rhoi'r newyddion diweddaraf am eich cwmni i'ch staff neu eich cwsmeriaid.

Bydd y gweithdy hwn yn gymorth i chi gynllunio a dechrau blog busnes.

Caiff nifer o astudiaethau achos eu defnyddio i ddangos i chi sut mae busnesau eraill wedi defnyddio blogio i hyrwyddo eu cwmnïau.

Erbyn diwedd y gweithdy byddwch wedi dysgu: beth yw blogiau, sut i ddatblygu strategaeth i'ch blog, sut i greu post blog a sut i hyrwyddo eich blog.

Dydd Mawrth 3 Awst 2010 - Getting Started with e-Mail Marketing

Gall marchnata trwy e-bost fod yn ddull cyflym, personol a chost effeithiol iawn i gyfathrebu gyda'ch cwsmeriaid a chyda darpar gwsmeriaid.

Bydd y gweithdy hwn yn gymorth i chi gynllunio a gweithredu strategaeth farchnata trwy e-bost.

Erbyn diwedd y gweithdy byddwch wedi dysgu: sut i ddiffinio eich strategaeth, sut i gasglu cyfeiriadau e-bost, pwysigrwydd caniatâd ac 'opt in', offer marchnata trwy e-bost, cynllunio cynnwys e-bost, profi, sut i dreiddio hidlydd sbam a dadansoddwyr sbam.

Grŵp Diddordeb Arbennig VRLink

Cyfnewid Gwybodaeth mewn Amgylchedd Rhithwir ac Amgylchedd Real

Cynhelir gan Ysgol Cyfrifiadureg Prifysgol Bangor, a chyllidir gan broject Llywodraeth y Cynulliad ar Arbenigedd Academiaidd i Fusnesau (A4B), y Projectau Cyfnewid Gwybodaeth a'r ERDF.