

Gear up for the online revolution

The internet is constantly changing your marketing landscape. It connects your customers with each other, gives them access to product information and reviews, puts your competitors a click away, and effectively eliminates geographic location from the marketing mix. E-marketing is now a major business requirement, not an experiment. It's not just about building a search-optimised website any more, and it's a lot more than simply advertising and selling online. E-marketing is an integral part of your overall business strategy, and its focus is developing and leveraging sustainable relationships with online consumers.

There are now more than 1.5 billion active online consumers worldwide. In economies where the web has been around for a while, half of all companies get more than half their revenue through their online marketing activities. More than 5 million South Africans have web access, and the numbers are growing every day. Collectively, these consumers already represent the primary target markets for many businesses, but their needs are *not* being addressed by local companies. There are competitive opportunities - and threats - everywhere.

The global explosion in marketing innovations is largely driven by consumers, whose expectations, attitudes, and purchasing decision-making processes are all changing dramatically. For any business the internet presents unlimited opportunities to improve services, find communication synergies and efficiencies, conquer new markets, develop brands, build loyalty, and grow profits and market share. You need an effective competitive strategy to attain and sustain that success.

Why should you attend?

Whether your customers are businesses or consumers, to thrive online you need focused strategies, smart processes, disciplined but creative marketing, and the ability to deliver compelling online customer experiences.

Doing Business Digitally is business-focused, practical, and inspiring. It provides insight into the concepts and culture of online consumers and markets, and lays out, step by step, the ground rules for success in strategizing, planning, and implementing the initiatives that will drive web visitors to your site, build customers and brands online, and open an essential channel to your offline business.

Well-illustrated insights into how vital issues like long-tail marketing, web 2.0 and social media interconnect with core concepts such as trust, permission marketing, search engine marketing, buzz, email and customer service. The course provides critiques, examples, and lessons learned from businesses in South Africa and abroad who have "got it" - and those who have not.

In South Africa, many businesses still regard the web with scepticism, and at best have a token presence. The same is not true of South African consumers who, as with consumers in the US, Asia and Europe, have "wired" knowledge and expectations way ahead of the companies that they still do business with.

Now it's all changing, faster than anyone can measure. The internet has arrived in South Africa and any senior person in business who does not understand it, does not respect it as the juggernaut agent of change that it is, and does not have a competitive strategy to harness its power is going to have a very rough ride. Get it right, and the rewards are immense; get it wrong, and you could do irreparable damage to not only the loyalty of your customers, but to the future of your business.

You will take away full course documentation as well as a brilliant workbook to guide you through development of your own digital strategy!

FEE: R2,600 including VAT (incl lunch and course documentation)

DURATION: 1 day

VENUES: In Cape Town we use Sea Point or Waterfront area hotels and in Johannesburg, Sandton, Fourways or Midrand hotels.

DATES: See our website (www.britefire.co.za) for latest dates

Who should attend?

This course is a must for anyone who makes tactical or strategic business or marketing decisions, or has to interact with those with online responsibilities, including:

- marketing managers, product & brand managers
- business or government strategists
- new product development people
- advertising, marketing services and agency executives
- website developers, information architects, and creative professionals
- marketing communications and PR professionals
- ecommerce and emarketing project managers
- customer service management

The course is crafted for non-technical business people as well as those techies who want a commercial competitive emarketing perspective.

South African companies whose participants have given Britefire courses rave reviews include MWEB, FinWeek, Exclusive Books, Clicks, Makro, GCIS, University of Stellenbosch Business School, Struik, Distell, Standard Bank, Deloitte, and Media 24.

Course Leader

The course is lead by Godfrey Parkin, whose recent book *Doing Business Digitally* has taken South Africa by storm. He is a twenty-year veteran of the European and US internet marketing industry, who previously ran the global business services operations of market research giant A.C. Nielsen. He has run several successful pioneering businesses in the digital space; he authored the popular e-book *Web Savvy*; and he created North America's best-selling enterprise-wide elearning series *E-biz Insights*.

Godfrey has advised many global organisations ranging from giants like American Express, Honda, Nestlé, Credit Suisse, Cisco Systems and the Georgia Institute of Technology, to large consulting firms and small start-ups. He helps companies to develop brands and implement strategies for global online markets, often overseeing the entire process from concept through launch to ongoing market development. He is an active participant in the International Society for Performance Improvement, and manages several online social networks, including the E-learning Forum of the American Society for Training and Development. He speaks at conferences around the world, and contributes to several journals, newsgroups and blogs.

Detailed Course Contents

The new marketing landscape – South Africa, international

- Global trends in consumer behaviour
- What change looks like and why it matters
- Opportunities from the "long tail" in South Africa
- The 21st century customer: what's hot, and what's hype
- Online South Africa vs. online USA/Europe/Asia – lessons and opportunities from the 8-year lag

Competitive digital strategy, planning, and implementation

- Digital vs. business as usual – the differences that matter
- Cutting through the techno-hype
- The marketing characteristics of great digital businesses
- The 10 stages of digital business evolution
- Building a competitive emarketing strategy
- "Got it" and "Not it" – examples from home and abroad

Leveraging core competencies

- 10 golden rules for going online
- Change agency and corporate culture
- Essential re-engineering for your vision mission and values
- Alignment: vendors, partners, relationships
- Who is still relevant? Dealing with supply chain disintermediation
- Build, buy, lease, or outsource?
- People, skills and attitudes
- Policies – privacy and trust in a two-way street

Emarketing strategy

- Engagement and "experience branding"
- Setting strategic emarketing priorities
- Implications of South Africa's bandwidth burden
- Where your best web traffic should come from
- Internet marketing vs. traditional marketing
- Components of an integrated emarketing strategy

Web 2.0 and Marketing 2.0

- What is web 2.0 and why it matters
- Social networking, Facebook, YouTube, mobile
- Web 2.0 examples in practice
- Blogs, RSS Feeds, Podcasting in PR and marketing
- Leveraging User Generated Content to build brands

Ground Rules for success in key operational areas

- Strategies for search engine success
- Email: Best practices for maximising open-rates and click-throughs
- Beyond banners: what works in internet advertising
- Website design, navigation and user experience
- Landing pages and conversion funnels
- 7 step methodology for developing a website
- Metrics for improving effectiveness

Your competitive emarketing strategy

- Defining *your* digital goals
- Alternative strategic approaches for your business
- From strategy to implementation: project management

Register Now!

You can register in a number of ways:

Register online at our website
www.britefire.co.za

Or download the form and e-mail it to us at
registration@britefire.com

Or fill in the registration form below and
fax it to 086-693 3575 or

or phone us on 021-790 0303 and we'll take your
details

A registration form is attached to this Info Sheet
and is also available on our website.

What will you learn?

You will leave this course not only with a great understanding of how digital business and emarketing and its many processes actually work, but also with a practical ability to create your own online competitive strategies and tactics.

You will be equipped with an arsenal of best practices, inspiring and enlightening examples, and guidelines for staying in tune with developments in the future. You will learn:

- how to structure a competitive digital strategy
- how critical emarketing processes work, what they can do for you, and how to use them
- why the internet and web 2.0 are vital components of any competitive strategy
- what impact the web is having on consumers, and how you have to respond
- how to develop an effective integrated emarketing strategy
- essential best practices of search engine marketing, email marketing, and online advertising & PR
- how to avoid the hype and focus on high-impact tactics
- the key features of successful emarketing operations
- a host of hints, tips, tools and best practices for competitive digital success
- how to put together and execute your own ebusiness and emarketing strategy.

And you'll be totally psyched to take charge of your own competitive digital initiatives!



Britefire (Pty) Ltd.

4 Oakwood Lane, Hout Bay 7806, Western Cape, South Africa
Tel: 021-790-0303
Fax: 086-693 3575
E-mail: registration@britefire.com
Website: www.britefire.co.za
Company # 2006/015551/07
VAT # 4700 229 63 8

REGISTRATION FORM

Complete this form and Fax to 086-693 3575 or E-mail to registration@britefire.com

PARTICIPANT DETAILS

First Name: _____ Surname: _____
Company: _____
Purchase Order: _____
Phone Number: _____ Cell Phone: _____
E-mail Address: _____
Address: _____
Address: _____
City: _____ Postal Code: _____

COURSE OR SEMINAR DETAILS

Please register me for the following training event:

Name of course or seminar: _____

Location: _____
Date of the event: _____
Cost: _____

PAYMENT DETAILS

My preferred payment method is (check one): Internet Transfer (invoice me)
 Cheque (invoice me)
 Credit Card (details are below)

We accept Visa and MasterCard. If making payment by credit card, please provide the following details:

Name on card: _____ Card number: _____
Expiry date: _____ Card verification code*: _____
** The three numbers on the back of the card.*
Card Billing Name: _____
Card billing address: _____
Postal code: _____ Card type: _____
We accept Visa and MasterCard

Britefire Banking Details

Bank ABSA | Branch Code 632005 | Account # 4065623467 | e-mail notify accounts@britefire.com

Signature: _____ Date: _____

Payment for course or seminar attendance is due *in advance* of the event. All amounts include VAT.
Britefire_RegistrationForm Vers Date: 22/12/2009