

Michael Temple

Consultant • Speaker • Author

web2gold.com

Helping you spin the web into gold™



The Purpose Driven Web Site™

Discover How the Purpose Driven Web Site Produces More Sales, Leads and Profits

There are literally millions of web sites on the Internet with new ones being put up all the time. Almost everyone realizes the need for a web site to be competitive in today's market. Unfortunately far too many web sites go up without any thought as to the purpose of the web site. A web site that is not fully integrated into your marketing with realistic goals and benchmarks will fail.

This workshop focuses on developing an effective web site strategy. You will learn how to develop focused and achievable goals and benchmarks for your Internet marketing strategy. You will also learn how your web strategy fits in with your overall integrated marketing strategy. Finally, you will learn proper branding techniques and channel management strategies.

Here is some of what you will learn:

- ✓ **How to build a web marketing media channel.**
- ✓ **6 Ways to integrate your web site into your marketing mix.**
- ✓ **How to develop realistic and achievable benchmarks to track your progress.**
- ✓ **Learn how to properly brand your web site based on your marketing goals.**
- ✓ **How to eliminate marketing channel conflict with your web site strategy.**

Who Should Attend

This program is ideal for senior management teams that must have a global vision of their Internet marketing strategy and how to strategically integrate their web strategies into their overall marketing objectives. In addition, entrepreneurs or management teams that are just starting a web strategy or re-vitalizing a failing strategy would benefit.

Customized To You

This program can be tailored to groups that are just starting web strategies or to groups that already have web strategies that need to be re-vitalized. The workshop is tailored to either B2B or B2C audiences. This program is typically a half day work shop, but can be tailored to any length and venue based on need.

To learn how to bring this program to your company or group please call Michael today!



Temple Development Company, LLC

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