



Agricultural	Industrial	Consumer	Services
 <ul style="list-style-type: none"> Fresh fruit and vegetables Timber and timber products Wine Etc. 	 <ul style="list-style-type: none"> Automotive Castings and forgings Medical equipment Etc. 	 <ul style="list-style-type: none"> Office and school supplies Home textiles Garments Etc. 	 <ul style="list-style-type: none"> Tourism Business Process Outsourcing IT Outsourcing Etc.

Assisting companies to market their products/service s in the EU

ECP Modules	BSOD Modules	MI Modules	HRD Modules
 <ul style="list-style-type: none"> SMEs Increase of the competitive capacity 	 <ul style="list-style-type: none"> BSOs Improved sustainable service provision 	 <ul style="list-style-type: none"> SME en BSOs Effective implementation of the available information 	 <ul style="list-style-type: none"> SME en BSOs Effective implementation of export knowledge and export skills



	DAY 1	DAY 2
08:30 - 09:00	Registration	Registration
09:00 - 10:30	Opening and introduction Trade channels and marketing Traditional promotion mix Action plan Presenter: LK	Search engine optimisation (SEO) Working of Google algorithm Website technique, links, keywords Google AdWords Presenter: WB
10:30 - 11:00	Break	Break
11:00 - 12:30	Traditional promotion mix contd. WIS Online promotion tree Presenter: LK	Content marketing Writing quality content for the web to generate relevant visitors and get more leads/sales Presenter: WB
12:30 - 13:30	Lunch	Lunch
13:30 - 15:00	The website: User experience and success I. Customer focus, value proposition, goals and target groups, calls to action Presenter: WB	Social media marketing LinkedIn for IT leadgeneration Using e-mail as a promotion tool Presenter: WB
15:00 - 15:30	Break	Break
15:30 - 17:00	The website: User experience and success II. Mobile-friendly websites Persuasion and conversion Self-assessment of website performance Presenter: WB	Planning and monitoring Measuring traffic and leads Web statistics through Google Analytics Presenter: WB
17:00 - 17:30		Closing and evaluation

