

Melissa Norfolk

Websites, Email Marketing, Ecommerce



Presentation and Workshop Topics :

- **Making your Website Work**

6 Keys to success, Some of the reasons why business websites fail to achieve what they had hoped, How to audit your website and improve the content so that your visitors go past the front page, how to track the visitors to your site, how to improve your search engine ranking and other ways to market your website.

- **Using the Net for Business Success**

This presentation challenges the audience to think creatively about how they can use the internet as an integral business tool for daily productivity, communication, research, developing a website and email marketing. How can we service customers better, cost-effectively and faster through technology? The internet is a communication tool that should be an integral part of your marketing plan. It enables advertising, distribution of information, communicating and maintaining relationships with existing customers and generating product sales.

- **Email Etiquette**

The sheer volume of email and the fast response times expected cause stress for many and often result in poor replies. This presentation looks at email communication, how to write and structure professional emails for fast effective communication, appropriate language, choosing your subject, when to email and when to phone, avoiding misinterpretation and establishing priority.

- **The Power of Email Marketing**

Effective Email Marketing is about having fast, accurate and precise online communications with your target audience. It is about having one-to-one contact to capture, keep in touch with and retain your clients. Using email marketing helps your business to achieve better customer retention and optimise sales potential throughout the client life cycle.

About Melissa

Presenter, **Melissa Norfolk**, completed her Bachelor of Computer Science at LaTrobe University. She attends the annual International WWW Conference and co-chaired the Online Learning workshop in Hong Kong (2001) and Hawaii (2002).

Melissa has been operating her own consultancy business for twelve years. She is an author, speaker and web designer specialising in web design, internet marketing and promoting efficient use of technology in business. Her new book Starting an Online Business for Dummies was released in 2009. Details of her speaking topics can be viewed on the internet at : www.technologypresentations.com.au

A member of the National Speakers Association, Rostrum, APESMA and BNI, she speaks to organisations and business networks on the use of the internet and technology in business.

For further information please contact:

Melissa Norfolk Technology Presentations

Phone : (03) 9816-3488 or 0402 303 961

Email : info@technologypresentations.com.au

"You make it sound so easy even for someone like myself who is not technologically minded."

Maree Harris
People Empowered

"I would like to take this opportunity to thank you for a fantastic presentation "Making Your Website Work".

After your presentation I have been able to bring many different ideas and thoughts back to the office, and now able to put this into practical use. Your motivation and encouragement helped me to have confidence in making our website really work."

Andreina Green
Conference Manager

"On behalf of the Management Committee and members of the Greensborough Branch, National Seniors, I would like to thank you very much for your interesting and informative talk at our October meeting. Your talk and the excellent visual display gave rise to a lot of enthusiasm. At least three members were inspired to buy computers and go on-line, and there may be others that haven't come to my attention!"

Mary Draper, Secretary
National Seniors Association Ltd

"Your course was fantastic today - for a person who has a short attention span for manuals, the visual approach for me worked perfectly! Many thanks"

Lynne Payne
Profiler

Other clients include :

- STA Travel
- City of Casey
- The University of Melbourne
- ACASPA
- Glen Eira City Council

Phone (03) 9816 3488
Facsimile (03) 8610 0028

Email info@technologypresentations.com.au
Website www.technologypresentations.com.au
Suite A, 264 Doncaster Road, Balwyn North VIC 3104



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