



09h00 REGISTRATION AND REFRESHMENTS

09h30 WELCOME AND INTRODUCTIONS

Medilink East Midlands

09h35 How your internet visitors behave

- Developing a quality user experience on your website
- Characteristics of successful websites
- Reviewing delegates' website

Susan Hallam,
Hallam Internet Limited

10h20 Competitor Intelligence

- Free tools for researching your competitors
- Key performance indicators and benchmarking

11h05 BREAK

11h20 Communicating with your customers

- Strategies for using LinkedIn
- Email marketing best practice

12h10 Metrics and Analytics

- Google Analytics key performance indicators
- Measuring LinkedIn success

12h40 Action Planning

12h55 LUNCH AND NETWORKING

13h30 CLOSE

IN PARTNERSHIP WITH: