

# Melissa Norfolk

## Websites, Email Marketing, Ecommerce



### Presentation and Workshop Topics :

#### • Starting your Web Presence

Many businesses have gone online just because everyone else is. This is the wrong reason and why many websites fail. This presentation aims to arm you with the information necessary to properly plan your website before launching it. To avoid wasting time and money, you need to be properly informed and decide on your aims and requirements before you begin.

#### • 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.

#### • 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 six years. She is a speaker, trainer and web designer specialising in web design, internet marketing and promoting efficient use of technology in business. Details of services, speaking topics and a folio of her work can be viewed on the internet at : [www.melissanorfolk.net.au](http://www.melissanorfolk.net.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:

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*"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 :

- Royal Australian Chemical Institute
- STA Travel
- Nillumbik Shire Council
- City of Casey
- The University of Melbourne

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