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#### **Marketing your Business on the Internet**

Find out how to market your business on the Internet, even if you have little or no money to spend! In this practical, hands-on course, you'll discover proven methods that will help you establish an Internet presence and build an online brand identity. You'll learn how search engine optimization (SEO) works and how to track your site's performance using Web analytics. You'll understand how to use online advertising, email marketing, and social media (including blogs) to drive business to your Web site. Finally, you'll learn how to keep your visitors coming back again and again!

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#### **Professional Sales Skills**

Today, there are no shortages of opportunities for skilled salespeople. In good times or bad, companies never stop looking for sales representatives that can help them meet their financial goals. If you've always dreamed of becoming successful in sales, this course is exactly what you need. You'll learn how to turn prospects into buyers, how to provide proper customer service, how to develop a sales plan, and more!

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## **Small Business Marketing on a Shoestring**

When it comes to marketing for small businesses, money isn't everything! In this course, you'll learn how to use the same marketing tricks the big companies employ—without making a big dent in your wallet.

As you build your own customized marketing plan step-by-step, you'll discover how to attract your target audiences, entice customers to buy your product or service, and keep buyers coming back for more. In addition, you'll find out how to generate the referrals that are crucial to your company's success. You'll get tips on evaluating your tactics, tracking your results, and fine-tuning your approach so it gets better every year. Best of all, the small business marketing strategies you'll learn will fit into any budget—and some are even free! [ed2go.com/mptc](http://ed2go.com/mptc)

## **Business and Marketing Writing**

Are you a writer working in the business world? Or a marketing professional responsible for obtaining great marketing copy? Maybe your boss made you the company writer, but you've never had any training. Or maybe you're just interested in a writing or marketing career.

Whatever your background, this fun, introductory course will teach you to write or identify copy that achieves business and marketing goals. Improve your work, your knowledge, your company's image, and your chances of getting hired, promoted or applauded! [ed2go.com/mptc](http://ed2go.com/mptc)

## **Effective Selling**

The goal of Effective Selling is not to teach you how to make a sale today, but to help you discover how you can easily convert a potential customer into a long term asset. Effective Selling will help you lay the groundwork for repeat business and your future success. In sales, there are no quick fixes. However, with the knowledge, planning skills, communication techniques, and the understanding of human nature that you will gain from this course, your sales will grow as if by magic. [ed2go.com/mptc](http://ed2go.com/mptc)

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1. Locate the desired title through the search feature or by browsing the online catalog. Once you've found the course, click Enroll Now.
2. Select a session start date on the Select Date page. You will then move on to the Sign In page.
3. Use either Returning Students or New Student to access or create your account. If you are a new student, you will be asked to create an account by creating a username and password and providing your contact information. Select Continue or Continue to Payment options to move on to the Purchase page.
4. Choose which payment option you'd like to use from the choices your school has provided. Complete the payment information, if necessary. After confirming payment, you'll automatically move on to the final Receipt page.