

CASE STUDY

TOURISM SOUTH EAST

Search Engine Marketing Training

Tourism South East

SiteVisibility was commissioned by Tourism South East (TSE) to deliver a series of search marketing training sessions to travel & leisure businesses within the South East and its sub regions. 2009 was the fourth year we were chosen to work with Tourism South East as their training partner.

It's hard to believe now but in 2003 over 80% of Sussex businesses did not have broadband and genuine e-business was only a concept.

Practical training for Tourism SMEs

All businesses operating in the tourism, hospitality or leisure sectors within the South East were eligible to attend the sessions. SiteVisibility's focus was to ensure they held real practical value for delegates. By imparting specific search marketing and technical skills, including search engine optimisation and social media marketing (blogging, social networking, viral marketing and podcasting), SiteVisibility enabled businesses to better exploit the opportunities offered by the internet.

How we did it

- Delivered training for over 400 delegates on search engine optimisation and social media marketing during 2006, 2007 and 2008
- Delivered digital marketing workshops to TSE members on members days in 2006, 2007 and 2008

The follow up

In order to maximise the value of the training session, all delegates received a free 1 telephone hour consultancy session. This service was to provide advice on how to implement the learning and to offer ideas specifically for their website. It was followed with a written recommendations report for each business.

The results

Both the trainers and the course content maintain high average feedback scores of 9.5 and 10 out of ten respectively

Testimonial

"I just wanted to say well done, this whole process has been very well managed, we learnt well presented material on the day and the follow up since has been very professional. It's nice to see tax payers money being well spent, the ROI is bound to be more than tax paid so we all win!"

Paul King, **Saltcote Place**, www.saltcote.co.uk

The future

Moving forward TSE is the lead partner for the new programme entitled 'Hosting the World', to help equip businesses with the specialist knowledge and customer care skills required to meet challenges ahead. E-marketing courses and seminars will be delivered by SiteVisibility via this programme to businesses based near to Eton-Dorney and the Thames corridor, a host area for the games.

