

# FACT SHEET

Professional Development Session

## Internet Marketing: Get Your Business On-Line



The National Finance Institute



This professional development session must be combined with others to create a customised half-day session.

### **What does the course cover?**

Deciding to launch an internet marketing strategy is a business investment. This session will take you through the important issues to consider before investing in internet marketing. Is this the most effective method to achieve your marketing objectives? Or are you being sold on the hype? This no-nonsense session will explain the fact from the fantasy.

If you've been considering getting a website or aren't content with your current dabble into the internet, then this session is a must.

This beginners' course will show you how to get your business on-line with minimal fuss.

- How to convert online enquiries into mortgage sales
- Learn the essential components of a mortgage website
- Discover 6 specific online marketing techniques to drive more visitors to your website
- How to avoid the 7 internet marketing mistakes most mortgage companies commit.

### **Are there any CPD points available for this session?**

This session has been designed to contribute toward the Mortgage Industry Association of Australia's (MIAA) continuing professional development (CPD) requirements. The CPD points allocated, for each session may vary according to the level of technical knowledge involved. As an indication, mortgage industry related educational workshops are allocated 3 points per day or 1.5 points per session. However, these courses shouldn't be considered a 'point accumulation exercise', but rather a means to create a competitive edge over your rivals.

### **What happens if I attend, but don't gain any benefit?**

If you attend an NFI professional development course and for any reason it does not prove to be an experience that can help you establish, or greatly improve, your career as a mortgage professional, you will receive a 100% refund upon request at the completion of the course. We make this guarantee because we believe 100% in the results our courses deliver.

### **Who has this session been developed for?**

This session has been developed for owners and managers of mortgage broking firms. It is also particularly relevant to managers and support staff of aggregation, franchise and other large mortgage companies.

### **How long will this course take to complete?**

This session is one hour duration. It is to be combined with other available sessions to make a half-day training course.

### **When are the courses scheduled?**

Courses can be conducted to suit your schedule. We can arrange a venue or it can be held at your training room. We require 20 participants to conduct a course.

### **What materials/equipment do I need?**

A workbook is supplied at the commencement of the course. You only need to bring a pen.

### **How much does a professional development course cost?**

Prices range from \$115 to \$225 per person.

### **What will I receive?**

You will receive a course workbook and Certificate of Attendance.

### **When does the course start and finish each day?**

Courses generally start at either 9am or 1pm, depending on the time constraints of the group.

### **What should I wear to the training and what is the arrangement for lunch?**

Smart casual is expected as a minimum dress standard by all students. You are responsible for organising your own lunch unless notified otherwise.

### **How do I arrange a course?**

Please call Client Services on 1300 765 400 – we'd be delighted to hear from you.

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1300 765 400

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07 3822 6003

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