



Case Study: Online Marketing Web Academy

*Hallam Communications was commissioned to develop **Online Marketing Web Academy**, the East Midland's premier ebusiness training and mentoring programme. The Web Academy project was designed to provide companies with the skills to achieve real business improvement through the use of internet marketing tools and techniques.*

The Client: East Midlands Chambers of Commerce

The East Midlands Chambers of Commerce provides a full range of support services to businesses in Nottinghamshire, Lincolnshire, Derbyshire, Leicestershire and Northamptonshire.

The Challenge

With an existing programme of introductory courses and briefings, the Chambers already offered a good general awareness service covering the broad spectrum of Internet business issues.

However, the Chambers were keen to provide an elite Online Marketing course that would give businesses the skills to achieve real business improvements through the use of web technologies.

The Brief

Hallam's brief was simple: produce a commercial quality, three day intensive Online Marketing course that would make best practice online marketing techniques accessible to small businesses.

The Solution

Working as part of a collaborative team, Hallam scoped, designed and delivered the successful Web Academy Online Marketing course. The course materials included delegate notes, presentation slides, hands-on computing exercises, and supporting resources material.

The supporting teaching materials are hosted on a private extranet, where delegates can download dozens of factsheets, checklists and guides, as well as access online forums where Susan Hallam is one of a small team of expert advisors.

The design of the materials has been exceptional: comprehensive course notes contained in workshop binders, all presented in a convenient delegate briefcase.



The [Online Marketing Web Academy](#) is now being delivered successfully through the eBusiness Club.

Web Academy takes the region's most influential thinkers and practitioners in Internet marketing and make them available to SME's for both training and mentoring support.

The Results

The Web Academy Online Marketing course was piloted with 75 small businesses across the East Midlands region. The evaluations were outstanding:

- Every delegate gave highest marks to the quality of the search engine optimisation and pay per click advertising sessions.
- Every delegate would recommend the Academy to a business colleague

Following the pilot, the course has been rolled out on a regional basis, with ongoing commitment from the funders in view of the success of the programme.

And most importantly, delegate feedback has been exceptional:

Overall the most informative web course that I have been to. Good practical exercises were a great help.... the day was both stimulating and enjoyable. I have attended many seminars and workshops, and I would put this among the most rewarding Susan's style of delivery went a long way to make this the case.

Steve Megson, QuietStorm Solutions

Subsequently, Hallam was commissioned to develop two further 3-day Web Academy courses:

[Online Marketing for Web Designers](#)
[Planning Successful Websites](#)