

**Workshop overview**

The workshop is part of Fáilte Ireland's Market Diversification Programme which has been designed to help businesses boost their sales capabilities and focus on specific international opportunities. This workshop specifically focuses on everything you can do to boost online sales growth via your website and social media tools.

**Why attend**

- Understand key trends online and learn new ways you could consider communicating with your customers online
- Learn how to harness the power of digital marketing to promote your business internationally
- Get expert advice on using each of the digital channels.

**Location**

Regional locations, nationwide

**Duration**

1 day

**Cost**

Fully subsidised by Fáilte Ireland

**Designed for**

General Managers and Sales Managers of tourism businesses who wish to improve their online sales.

**Date**

Scheduled dates can be viewed here on the Fáilte Ireland Trade Portal

**Content**

- Introduction to and evolution of digital marketing – how the digital landscape is changing and what that means for your business
- New trends and technology – what's hot and what's not. A look at the new way to communicate and attract your customers online
- Bought, earned and owned channels – a breakdown of the different types of channels and how to create an integrated digital marketing strategy
- Customer journey online – a look at the traditional customer online journey funnel and how this is evolving
- Intro to key channels and tips – a walk through the key digital marketing channels for attracting International customers and how to use them more effectively to reach and engage them
- Tool kit – a look at some of the top management and analytics tools available and how to use them effectively
- Tips and tactics for targeting international markets using both your website and social media.

## Watch out for other workshops in Fáilte Ireland's Market Diversification Programme

Fáilte Ireland's Market Diversification programme is a dedicated suite of workshops to deliver in-depth international market insights, lead generation tips and tactical sales supports. Businesses can adopt a pick'n mix approach to best suit their business needs.

All content has been developed using the latest insights gained from a number of sources including Fáilte Ireland, Tourism Ireland market and consumer research and insights and feedback from buyers and OTAs.

The full suite of workshop titles is listed below. To view more details, click [here](#)

### Tactical Sales Workshops

- B2B Channel Management – Pricing and Contracting
- Perfecting Your Written Pitch
- Boosting Online Sales Growth

### International Market Insights / Lead Generation Workshops

- Selling to **GB** - Market Insights and Lead Generation
- Selling to **France** - Market Insights and Lead Generation
- Selling to **Germany** - Market Insights and Lead Generation
- Selling to **Spain** - Market Insights and Lead Generation
- Selling to **Italy** - Market Insights and Lead Generation
- Selling to **US** - Market Insights and Lead Generation
- Selling to **Canada** - Market Insights and Lead Generation

### Get China Ready

- China Fáilte - Preparing for the Chinese Market
- China Ready Programme – COTRI Accredited