

Student's schedules are usually crammed up with different activities and tasks, so students have to be wise when planning their extracurricular activities and when acquiring skills outside the formal education system. At the same time, it is very important they continuously work on their personal development and broaden their knowledge, we might even say essential. So it is important they choose well so they can achieve the ideal ratio between the gained knowledge and skills and the invested time and effort.

Acquiring knowledge in internet marketing seems like the good investment of the time and effort because internet marketing skills are always at the top of the most wanted lists on the labor market. So, Technology Innovation Centre Medimurje Ltd. (TICM), for the students of Faculty of organization and informatics in Varaždin, is organizing the workshop

INTERNET MARKETING TOOLS – INSTRUCTIONS FOR USE

On Friday, **8th October 2021**

In TICM's multimedia classroom

In Čakovec, Bana Josipa Jelačića 22B,

at **9.00 a.m.**



Continuing the work we started with the workshop from May 2021. ([see more](#)), Martina Zadravec, Sales area and new client acquisition expert from KG Media digital agency, will guide the participants in the process of opening and managing Facebook Business Manager account and Google Ads account – powerful and one of the most popular advertising platforms. Students who will be participating for the

first time, the lecturer will introduce to internet marketing in general so they can also keep up with other parts of the workshop. You can see the programme of the workshop below:

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|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9:00 – 9:15 | Introductions |
| 9:15 – 10:45 | Internet marketing: <ul style="list-style-type: none">• What is internet marketing?• Why is online presence important?• Internet marketing channels:<ul style="list-style-type: none">Web pageSEOSEMGoogle My BusinessE-mail marketingSocial networks – Facebook, InstagramContent marketingGoogle Ads – how to write an ad |
| 10:45 – 11:15 | <i>Launch break</i> |
| 11:15 – 13:00 | Creating the Facebook Business Manager account <ul style="list-style-type: none">• Creating the Traffic ad Creating the Google Ads account <ul style="list-style-type: none">• Kreiranje Google search oglasa |

Students who are interested in gaining new skills, broadening their knowledge base, hearing a lot of great advice and useful information, are welcome! They can apply on the link below.

[APPLY HERE](#)

This is the second from five workshops planned as part of the activities of the Intensive Learning Courses for Higher Education Students (IC4HEDS) project, organized with the purpose to better prepare students for conditions in the labor market, by strengthening their competencies. The project is cofinanced under [INTERREG V-A Hungary-Croatia Cross-border Co-operation Programme 2014-2020](#), TICM has lead partner role and other partners are [University of Zagreb, Faculty of organization and informatics](#), [The Nagykanizsa Campus of the University of Pannonia](#), [The Nagykanizsa Asset Management Plc.](#)

*A cross-border region where rivers
connect, not divide*

The workshop will be a part of European Cooperation Day celebration, among many other events through European Union and neighbouring countries, with which we celebrate our strong cooperation despite all of our differences.

