

# Gearing You For Growth

Bursaries | **Business Skills** | Coaching and Mentoring | Computer Skills | E-Learning | Learnerships | Skills Development | Virtual Training

## Basic Internet Marketing

### Course Overview

This course is an ideal start for business owners and people new to marketing to learn the basics of Internet marketing.

This course includes information on how to market online, and even more importantly, how to determine what results they are getting.

From this, delegates can figure out whether they are reaching their target market, where their qualified prospects are, and how they are engaged as a result of their efforts.

This course includes sessions on search engine optimization, e-mail campaigns, pay per click advertising, and more.

### Course Objectives

This one-day workshop will teach delegates how to:

- Determine how their Internet marketing strategy fits with their overall marketing plan.
- Apply techniques to influence and engage with their target market.
- Weigh out the value of using a distribution service for e-mail marketing campaigns.
- Get started with search engine optimization.
- Use online advertising to boost their marketing results.
- Adjust their Internet marketing plan based on metrics and reporting.

### Prerequisite

There are no prerequisites.

### Target

This workshop is for Account Managers, Salespeople, Business Owners or anyone moving into such a role.

### Duration

- 1 Day



## Course Outline

### What is Internet Marketing?

In this session, delegates learn about Internet marketing plans as being a component of the overall marketing plan for the company. Delegates will learn how the goal is to draw visitors to their web site (whether this is the hub site or a sub-domain), to engage visitors with good strong content, and to get an involved community. Delegates will also briefly review popular strategies for Internet marketing.

### Creating an Internet Marketing Plan

Delegates will review what they already have for a marketing plan as a reflection of the six stages of marketing: consumer and market analysis; analysing the competition and themselves; analysing distribution channels; creating a marketing plan; and implementation, review, and revisions.

### Extending Your Influence

Delegates will learn what it means to create an environment of influence and connect with their customers and prospects via the Internet, as opposed to direct selling methods.

### E-mail Marketing

Many companies use e-mail marketing campaigns, and this session is about doing it in a way that connects with consumers without spamming them. Delegates will also cover using distribution services to thwart spam filters, create engaging templates, and manage their database of contacts.

### Search Engine Optimization (SEO)

In this session, delegates will learn how SEO can help them bring more visitors to their websites and attract pre-qualified customers. Delegates will learn about using search engines, using keywords and metatags, monitoring results, and adjusting the campaign.

### Advertising Online

This session looks at the pay-per-click ad to appeal to customers and grab their attention. This session includes information on setting up an account, choosing keywords, writing ads, and setting limits for the campaign.