

Internet Marketing Fundamentals Course Outline

The internet has forever changed the way the people shop and conduct business. Even experienced marketing professionals need help navigating the pitfalls of internet marketing. Integrating the marketing techniques with modern technology is essential for every business. With the appropriate skills, both companies and individuals will be able to create successful internet marketing techniques.

COURSE CONTENT

Session 1: Course Overview

- Learning Objectives

Session 2: What is Internet Marketing?

- What it Looks Like
- Popular Strategies

Session 3: Creating an Internet Marketing Plan

- Leveraging What You Already Have
- Making Our Way Through the Marketing Process

Session 4: Marketing Research

- SWOT Analysis in Marketing
- Conducting Your Research

Session 5: Extending Your Influence

- Sharing Messages
- Making it Real

Session 6: Real Time Marketing

Session 7: Brand Management

Session 8: E-mail Marketing

- You Can Do It!
- Getting Your Message Out

Session 9: Social Media

Session 10: Understanding the Marketing Mix

- The Five P's and Social Media
- Exercise Your Muscle

Session 11: Developing a Social Media Plan

- Things to Think About
- Expanding Your Digital Presence
- What's the Value?

Session 12: Analyzing Your Impact with Metrics

- Using Metrics
- Understanding Metrics
- Timing is Everything

Session 13: Damage Control

- That's Not Good!
- Get Smart

Session 14: Search Engine Optimization (SEO)

- What is SEO?
- Understanding Search
- The Search Engines
- Alternative Search
- Optimizing Keywords
- Working With Others
- Monitoring Search Engine Ranking

Session 15: Capturing Leads

Session 16: Internet Marketing Campaign

Session 17: Advertising Online

- What is Advertising?
- What Service Should I Use?