



# eMARKETING: THE ESSENTIAL GUIDE to ONLINE MARKETING

NATIONALLY RECOGNISED & INTERNATIONALLY ACCREDITED

## OVERVIEW

There is no doubt about it - the Internet has changed the world we live in. Never before has it been so easy to access information, communicate with people all over the globe and share articles, videos, photos and all manner of media.

The Internet has led to an increasingly connected environment, and the growth of Internet usage has resulted in declining distribution of traditional media: television, radio, newspapers and magazines. Marketing in this connected environment and using that connectivity to market is eMarketing. eMarketing embraces a wide range of strategies, but what underpins successful eMarketing is a user-centric and cohesive approach to these strategies which is what you will be learning in this course.

# WHAT YOU WILL ACHIEVE

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Upon the completion of this course, you will be able to:

- Find the right service providers.
- Execute a good competitor analysis.
- Approach your identified customers.
- Know WordPress Basics.
- Perform Search Engine Optimization.
- Create Press Releases and Article Submission.
- Execute good social marketing campaigns.
- Enhance your productivity with the right tools.

## METHODOLOGY

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Well-balanced theoretical and practical methodology, which includes interactive discussions, case studies, interactive activities/exercises and assignments to understand the concepts and their applicability

## FEE

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**USD2,150 per person**

**Group Discount:**

- 2-4 pax : 2.5%
- 5-7 pax : 5%
- 8-10 pax : 10%
- 11-13 pax : 15%
- 14-16 pax : 20%

**\*\*\*All prices are VAT inclusive.**

**Fee Includes:**

- 5-Day Training
- Nationally Recognized and Internationally Accredited Certificate of Completion
- Module Notes and Stationary
- Tea/Coffee Breaks
- Working Lunches

**\*Note:** all other expenses are to be borne by participants.

# WHAT YOU WILL LEARN

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## **Module 1: Introduction to e-Marketing**

- Getting started with e-Commerce Basics
- How to build a website yourself
- Getting started with Digital Marketing

## **Module 2: Social Effect and how to execute good social marketing campaigns**

- What is Social Media Marketing
- How to build a good social presence
- Facebook Effect
- Join the conversation with Twitter
- LinkedIn
- YouTube
- Other social media platforms
- Social Media marketing in detail
- Identifying Viral Loops
- Creating viral campaigns
- Optimizing viral loops

## **Module 3: Metrics: Understanding what to look at!**

- Metrics basics
- Google analytics
- Facebook Insights
- Email Marketing Stats

## **Module 4: Enhancing your productivity with the right tools**

- Project Management tools
- Communication tools
- Social management tools
- Grabbing Social data and why it matters
- CRM platforms
- Credit card processing and billing

## **Module 5: Technology paradigm changes and how it will affect within the next 5 years**

- Last paradigm shift
- Artificial Intelligence
- Virtual Reality and Augmented Reality
- What to expect next few years and how to be prepared