

Internet Marketing training - 1 day

This Internet Marketing training course will teach you how to evaluate your current site performance; implement strategies to enhance customer experience of your site; increase quality traffic using e-marketing techniques; and measure the effectiveness of your e-marketing campaign.

Internet Marketing Training Course Objectives:-

During this Internet Marketing training course you will learn how to identify, anticipate & satisfy your customers needs by implementing effective e-marketing strategies.

Internet marketing Training Course Content

The current e-marketing situation

- e-marketing in the context of e-business
- New models for e-business
- What are other businesses doing?

Evaluating your current e-marketing

- Your sites current e-marketing
- Understanding your e-customers
- Market research
- Niche markets
- USP (Unique Selling Point)

Objectives

- Increasing sales
- Adding value for customers
- Communicating with customers
- Saving money
- Expanding your business

Good site design

- Building a customer oriented site
- Integrating with your business
- Layout & navigation
- Ease of use
- Download speed
- Accurate, attractive copy
- Frequent updates

Accepting credit card payments Using other e-tools

- Merchant accounts
- Third party processors
- Complete e-commerce systems

Communication with customers

- CRM (Customer Relationship Management)
- Databases
- Cookies
- Customer profiling
- Incoming email
- Autoresponders

Customer loyalty / retaining visitors

- Making 'sticky' websites
- Added value
- Building a community
- Incentives
- Opt-in emails
- Newsletters / E-Zines
- Weblogs

Traffic building

- Promotions
- Search engines
- Portals
- Links
- Newsgroups, forums & bulletin boards
- Banners
- Pay-per-click
- Viral Marketing
- Spam
- Offline advertising
- Strategic networking
- Affiliate schemes

- Interactive digital TV
- Interactive radio
- WAP / WML
- Mobile phones
- Kiosks
- CD-Roms

Budgeting for success

- Development, maintenance & promotion
- Managing your resources

Measuring your success

- Tracking your visitors
- Web statistics
- Attrition, conversion & churn rates
- Automatic statistical analysis
- Feeding back the lessons learnt

Legal aspects

- Data Protection & Privacy
- Cookies
- P3P (Platform for Privacy Preferences)
- Copyright, patents & trademarks
- Email unsubscribe option
- Customs & Excise