

Why be brilliant at web-leveraged advertising and PR?

The web is still relatively uncharted territory for South Africa's marketers, though, as happened elsewhere in the world, South African consumers are already way ahead of those marketers in their use of the medium.

How do you get to online consumers? How do you use the web to drive e-commerce and offline business, or to build brands? Is shot-gunning the local directories and portals with corporate banners really the best you can do?

The share of marketing budgets going to online media worldwide is skyrocketing. In keeping with its share of media consumption time, the web will claim 20 percent of ad-spend in the US this year, up from only 3 percent two years ago. And while targeted South African online media are still few and far between, local online consumers are no longer limited to local media. To marketers with vision there are opportunities everywhere.

As the ClueTrain Manifesto made clear several years ago, companies that assume online markets are the same markets that used to watch their ads on television are kidding themselves.

This intensive one-day workshop examines online markets, explores the advertising and PR alternatives, clarifies the issues, and shows you how to jump-start your use of the web as a vehicle for building profitable relationships with the new consumer.

Be Brilliant @ Web Leveraged Advertising and PR covers the internet in an advertising context and explains all of the key terms, concepts and technologies in non-technical terms. It examines the elements of an online campaign, the creative constraints and opportunities, the production and tracking processes, and the metrics available for analysing success.

It also talks about the new consumer, and how innovative marketers are finding powerful ways to use web 2.0, social networks and user generated content to achieve buzz marketing and word of mouth brand building.

This up-to-date course is fully illustrated with examples and case studies. It gives you the knowledge, skills and inspiration to get right up the learning curve to a point where you can start making creative, informed decisions about leveraging the web for branding or for response.

And the workshop format ensures that you are actively thinking through and applying the ideas to your own advertising/PR issues.

Why should I attend?

There are dramatic changes ahead in South Africa, for marketers, for ad agencies and for traditional media. Every professional engaged with advertising and PR, whether as a buyer of services, a provider of services, or a supplier of media, has to get on top of the changes and opportunities that the web is sweeping in.

Understanding is not good enough—you have to "get it". This course is structured to help you get the big picture as well as the details, and will give you the insights and motivation to stay ahead of the curve.

You will leave this course with a comprehensive understanding not only of the state of online advertising and PR, but with an ability to see beyond the mundane and the inspiration to get creative with the opportunities ahead of you.

FEE: R1,950 excluding VAT (incl lunch and breaks)
Ask us about Group Discounts.

DURATION: 1 day

VENUES: In Cape Town we use Sea Point or Waterfront area hotels and in Johannesburg, Sandton or Midrand hotels.

DATES: See our website (www.britefire.co.za) for latest dates

Who should attend?

This course is a must for anyone who makes tactical or strategic advertising, PR or general marketing decisions about online initiatives, or has to interact with those who do, including:

- business strategists
- marketing managers, product & brand managers
- new product development people
- advertising agency account, media & creative executives
- website developers, information architects, and creative personnel
- e-commerce and e-marketing personnel
- online media business developers

Course Leader

The course is lead by Godfrey Parkin, who is a fifteen-year veteran of the European and US e-marketing industries, and who ran the global business services operation of market research giant A.C. Nielsen for many years before that.

He has run several successful e-businesses; he authored the popular e-book *Web Savvy*; and he created North America's best-selling enterprise-wide e-learning series *E-biz Insights*.

Godfrey is an active participant in the International Society for Performance Improvement. For many years he has been managing a number of online social networks, and is the moderator of the E-learning Forum of the American Society for Training and Development.

He speaks at conferences around the world, and contributes to several journals, newsgroups and leading-edge blogs. He has advised many organisations around the globe, from giants like American Express, GM, Nestlé, Cisco Systems and the Georgia Institute of Technology, to large consulting firms and small start-ups.

Detailed Course Contents

The internet as an advertising medium

- Personalisation, targeting, and the long tail
- Increasing irrelevance of above- and below-the-line distinctions
- How advertising evolved online
- Advertising for branding
- Advertising for response
- Advertising for engagement
- Web 2.0 and social media

The web component of a campaign

- Data gathering
- Targeting online users
- Who is online anyway: SA vs the world
- Are local online media relevant?
- Technology platforms of target audiences
- Accessibility
- Impressions, reach and frequency
- Timing
- A/B testing

The Forms Online Advertising Takes

- Banners
 - Sizes
 - Types
 - Animation
 - Interactivity
- Interstitials and superstitials
- Problems with pop-ups and floaters
- Flash and rich media
- Links and in-line ads
- Mobile
- RSS
- Contextual advertising

Buying Space

- Pricing models
- CPC, CPM negotiable rates
- PPC rates on Google and Yahoo
- Advertising on blogs and newsletters

Trends in Online Branding

- Experience branding
- Narrowcasting and nichecasting
- Viralising and social networks

Developing Creative

- Old-school broadcast copy is dead
- Personalisation
- How eyes track a web page
- Writing for scanners and text-biters
- Designing for the medium
- Designing for the clickpath
- Designing and testing for multiple displays

Advertising Production

- How web pages work
- How ads get to a browser
- How ad cookies get to a browser
- Ad serving networks
- Issues with multimedia
- Active Server Pages
- Peer to peer (P2P) and how it works
- SMS and MMS

Measuring Advertising Effectiveness

- Clickthrough metrics
- Tracking activity
- Quantitative & qualitative measurement
- Integrating online metrics with offline research
- Evaluating ROI

Web 2.0 and PR

- Search optimised press releases
- Buzz marketing and Word of Mouth
- Advertising with Social Networks and User Generated Content

Register Now!

You can register in a number of ways:

Register online at our website

www.britefire.co.za

Or download the form and e-mail it to us at

registration@britefire.com

Or fill in the registration form below and fax it to 086-693 3575

or phone us on 021-790 0303 and we'll take your details

A registration form is attached to this Info Sheet and is also available on our website.

What will I learn?

You will leave this course not only with a great understanding of how web leveraged advertising and PR actually work, but also with a practical ability to create your own strategies and tactics.

What is more you will be equipped with an arsenal of best practices, inspiring and enlightening examples, and guidelines for staying in tune with developments in the future. You will learn:

- how the web works as an advertising medium
- why the new consumer and web 2.0 are more than just the latest buzz words
- why "the line" no longer really matters
- how to structure the components of an online campaign
- how to evaluate and decide on the different forms of advertising available to you
- how to use the tracking power of the web to test different messages and creatives
- how to cost out and negotiate good online media buys
- how the web is used as a vital component of brand building
- guidelines for copy writing for online media
- how to design for an online experience
- how innovative marketers leverage social media for dramatic, cost-effective brand building

And you'll be totally psyched to take charge of your own web leveraged advertising and PR initiatives!

(NB this course contains a brief overview of pay-per-click advertising and e-mail marketing, which are covered in great depth in our search engine marketing and e-mail marketing courses).