

New Buzz Marketing Tactics

Succeeding with Google, YouTube, Facebook,
Mobile, Email and Social Networks

a britefire course

Why be brilliant at new buzz marketing tactics?

This intensive one-day workshop examines how best to use the engagement power of buzz marketing phenomena such as YouTube, Facebook, Google, mobile, Twitter and social networking - and how these can be integrated with more traditional online communication approaches.

It examines online markets, 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.

Businesses that assume online markets are the same markets that used to watch their ads on TV are kidding themselves. The read-write web 2.0 internet culture is having a profound effect on every aspect of marketing. Today, the consumer is the medium, and the brand is the buzz.

How do you use the web to build brands or to get online consumers to take action? If you are still merely blitzing high-traffic web media with banners and optimizing your website for search engines, you are only scratching the surface. And you're probably wasting a lot of money in the process. If you want get the attention of online consumers, you have to be willing to engage with them.

The course covers the internet in a social media context and explains all of the key concepts and technologies in non-technical terms. It examines the elements of an integrated buzz campaign, the creative constraints and innovative opportunities, the production and tracking processes, and the metrics available for analysing success.

Most importantly, it shows you practically how to set up and use those media that really drive traffic, brand awareness, and business on the web today.

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 getting the biggest bang for your buck on the web.

The workshop format ensures that you are actively thinking through and applying the ideas to your own marketing challenges.

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 branding or promotion, whether as a buyer of services, a provider of services, or a supplier of media, has to get on top of the disruptions 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 decide on the most appropriate tactics for your marketing plan, show you how to execute those tactics, and give you the insights, rules of thumb, and motivation to stay ahead of the curve.

You will leave this course with a comprehensive grasp of the state of online buzz marketing, an ability to evaluate which approaches to use when, the knowledge of how to go about using the tools, and the inspiration to innovate in your use of social media.

South African companies whose participants have given Britefire courses rave reviews include MWEB, FinWeek, Exclusive Books, Clicks, Makro, GCIS, University of Stellenbosch Business School, Struik, Distell, Standard Bank, Deloitte, and Media 24.

FEE: R2,600 including 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 marketing, advertising or PR 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 designers
- e-commerce and e-marketing personnel
- online media business developers

Course Leader

The course is lead by Godfrey Parkin, whose recent book *Doing Business Digitally* has taken South Africa by storm.

A twenty-year veteran of the European and US internet marketing industry, he previously ran the global business services operations of market research giant A.C. Nielsen. He has run several successful pioneering businesses in the digital space; he authored the popular e-book *Web Savvy*; and he created North America's best-selling enterprise-wide elearning series *E-biz Insights*.

Godfrey has advised many global organisations ranging from giants like American Express, Honda, Nestlé, Credit Suisse, Cisco Systems and the Georgia Institute of Technology, to large consulting firms and small start-ups. He helps companies to develop brands and implement strategies for global online markets, often overseeing the entire process from concept through launch to ongoing market development.

He is an active participant in the International Society for Performance Improvement, and manages several online social networks, including 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 blogs.

Detailed Course Contents

The internet as a business tool

- Alternatives to the old-fashioned website
- Where traffic comes from
- Converting visitors into customers
- Generating sales leads

The internet as a communications medium

- Personalisation, targeting, and the long tail
- Advertising, promotion and PR in a web world
- Web 2.0 and social media
- Branding, response, and engagement

The web component of a campaign

- Ground rules for engaging the new consumer
- Are local SA online media relevant?
- Integrating with offline campaigns
- A/B Testing

New communications media: what works how?

- Contextual and behavioural targeting
- Banners and rich media
- Mobile, Twitter, Video
- Games and virtual worlds
- User Generated Content
- Viral and social networking
- The performance matrix: branding, response, value

Marketing with Web 2.0, New PR, and New Buzz Marketing

- Search optimised press releases
- Buzz marketing and Word of Mouth
- Branding and promoting with User Generated Content (UGC)
- UGC competitions: 15 seconds of fame
- Examples and cases
- Budgets, metrics and performance

Marketing with Google and other search engines

- How to target the right keywords
- How to optimise your site architecture and content
- How to increase your link popularity
- How to set up a contextual advertising campaign
- How to use social search engines to generate buzz
- Examples and cases
- Budgets, metrics and performance

Marketing with YouTube and other video servers

- Ground rules for online video
- How to use YouTube as a marketing channel
- How to integrate YouTube video in your site
- Alternative video tools
- Examples and cases
- Budgets, metrics and performance

Marketing with Mobile

- Who's using mobile?
- Why .mobi matters
- Using short codes, SMS and MMS
- How to integrate mobile with offline/online campaigns
- Examples and cases
- Budgets, metrics and performance

Marketing with Facebook, MySpace and other social networks

- How important are socnets to marketers?
- How to set up a product page on Facebook, MySpace
- How to market on Facebook, MySpace
- Examples and cases
- Budgets, metrics, performance

Marketing with Twitter

- How to set up and use Twitter and Tweetdeck
- How to market with Twitter
- Examples and cases

The Social Media Lens

- How to integrate all your social media tools
- How to use social media to magnify and focus your web presence
- Examples and cases

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 new web media can be used individually or in combination, but also with a practical ability to create your own innovative buzz marketing 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 to use the internet as a tactical tool for growing your brand or your business
- how innovative marketers leverage social media for dramatic, cost-effective brand building
- how to generate visitors to your site
- how to turn visitors into customers
- why the new consumer and web 2.0 are more than just the latest buzz words
- ground rules for engaging the new consumer
- how to structure the components of an online marketing campaign
- how to evaluate and decide on the different new media vehicles available to you
- how to market with user generated content, Google, social search, YouTube, mobile, Facebook and social networks, and Twitter
- how others have successfully used each of these media
- how to budget for tactical campaigns
- how to measure and evaluate the performance of your campaigns
- a host of valuable guidelines, references and rules of thumb to help you apply what you have learned

And you'll be totally psyched to take charge of your own new buzz marketing initiatives!

This tactical marketing techniques course is a great companion to our course **Doing Business Digitally - Competitive Strategy in the New Marketing Landscape**, which teaches you how to create a competitive marketing strategy!

(NB this course contains key insights and best practices for pay-per-click advertising, which is covered in great depth in our **Search Engine Marketing** course).

