



# Programme in Marketing Wine Online

## Revolutionise your marketing communication

### Overview

#### Introduction

The arrival of social media platforms such as Facebook and Twitter has forever changed the landscape for marketers in the wine industry. USB Executive Development, in collaboration with Britefire and with the endorsement of Platter's South African Wine Guide, presents the Programme in Marketing Wine Online.

The Programme in Marketing Wine Online is designed to support participants in establishing business sustainability. Participants will continually be hands-on in applying learning to their own businesses. The focus will be on understanding online customers, communicating with them via online channels to build brands, obtaining responses, and developing profitable relationships.

#### What sets this intervention apart?

This programme aims to:

- totally demystify the components of online marketing
- produce marketers for the wine industry who are capable, competent and motivated to communicate with customers or clients digitally, and to exploit online marketing opportunities proactively
- develop an awareness of the importance of online channels, and the opportunities they present for the wine industry to build brands and increase sales
- build a profound understanding of the behaviour and expectations of the online consumer, the dynamics of online marketing, and the implications for marketing, PR, sales and customer service
- develop the ability to use essential online tools personally
- develop the confidence to negotiate with e-marketing vendors and service providers
- put together and implement an easy-to-manage online strategy that will engage with wine consumers online, using search engines and social media such as communities, networks, blogs, podcasting, Twitter, YouTube and Facebook
- teach the key best practices in the fields of online marketing strategy and tactics

#### PROCESS:

To ensure understanding and ability, the programme will use guided application exercises, as well as a very interactive format in which principles and concepts will be clarified and examples provided. As the programme progresses, the emphasis will shift increasingly to practical application, and the scope of those exercises will increase. The final application exercise will involve participants in building and managing a social network or online community for their business or brand. This exercise will take place away from the course for a period of five weeks. The final module of the programme will require participants to share their experiences and look for improvement opportunities. This final one-day session will seek to polish skills, clear up misunderstandings, clarify concepts, and push participants to the next level.

### What

#### NQF Alignment

This programme is presented on the complexity level of an NQF 6.

#### Content overview

##### PRE-WORK

##### The online consumer and e-marketing strategy

- The digital marketing landscape, South African and global trends
- The new consumer and the new marketing
- Self analysis: Research into your online competitive situation

##### CONCEPT AND TOOLS

##### The online consumer and e-marketing strategy

- The wine industry and online media
- The key tools: websites, advertising, email, search, buzz

##### The secrets of email marketing success

- Best practices for email campaigns

##### Getting good rankings in Google

- Search engine optimisation (SEO) demystified

##### How to define the right website for your business

- Seven steps to specifying a cost-effective website
- Using analytics for performance improvement
- Dealing with web developers

##### Marketing with search engines and social sharing sites

- Creating and managing a Google advertising campaign

##### USING SOCIAL MEDIA

##### How to use key social media

- Exploiting Digg, StumbleUpon and other social sharing sites
- How to market with
  - YouTube
  - Facebook
  - Twitter
  - Blogging
  - podcasting

##### Focusing attention on your brand with the social media lens

- Viral marketing and reputation management
- Integrating social marketing media to magnify the buzz
- Building your own brand community

##### Assignment

- Building and managing your online community

##### IMPLEMENTING THE ONLINE STRATEGY

- Return to share experiences, clarify conceptual understanding and polish skills
- Experience sharing forum
  - Feedback and key learning points from assignments
- Consolidating the online strategy
  - Review strategies and tactics
  - Plans for implementing e-marketing for your business



# Programme in Marketing Wine Online

## Who

### Who should attend?

Though the emphasis of the programme will be on wine producers, their brands and their consumers, the workshop will be relevant to all players in the wine industry supply chain – including retailers, exporters, related industries and wine tourism marketers.

### Admission requirements

The content is non-technical and no computer abilities or prior experience of online marketing is required. It is assumed that participants comply with the following requirements: English language competence at NQF level 4. Sufficient ability to read and comprehend learning material, write assignments and follow/participate in discussions on management issues

### Faculty profile

Godfrey Parkin – a fifteen-year veteran of the European and US e-marketing industries – ran the global business services operation of AC Nielsen for many years, and has run successful e-businesses on both sides of the Atlantic. He created North America's best-selling enterprise-wide e-learning series E-biz Insights, and built the largest Project Management e-learning company in the US. Godfrey has advised Global 500 organisations in thirty countries, covering fields as diverse as the FMCG, automotive, financial services, retail, telecommunications, education and training, technology, media, government and travel. Godfrey is President and CEO of Britefire.

### How would you benefit?

By the time they have completed the three day programme, participants will:

- understand the elements of e-marketing and how best to apply them
- be able to put together strategies and tactics for exploiting online media
- have acquired skills and competencies that enable them to use the essential tools of low-cost high-impact online marketing
- have personally created an online community for their target customers in which they can communicate, share experiences, upload videos and photographs, keep a journal, upload audio commentaries, collect email addresses, and accept subscriptions to news about the brand
- understand Google, YouTube, Twitter, Facebook and other social networks and search engines, and have hands-on experience in how to exploit them to grow the popularity of their brands
- be perfectly positioned to negotiate with external e-marketing vendors or service providers

### Certification

On successful completion of the programme, participants will receive a certificate from the University of Stellenbosch.

## When & Where

### Date & Venue

USB, BELLVILLE  
29 - 30 April and 28 May 2010  
Class times: 08:15-17:30

## Fees

### Fees

R6 500

Fees include programme fees, programme material, lunch and refreshments, and are payable before the commencement of the programme.

### Payment Policy

It is of utmost importance that USB-ED be formally notified in writing of cancellation 14 days prior to the commencement date of the programme.

A cancellation fee of 10% will be payable for cancelling fewer than 14 days prior to the commencement of the programme.

*Please note that programme fees and dates are subject to change.*

## Enquiries

### Contact person

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