



Programme in Online Marketing Strategy

Integrated engagement beyond the website

Overview

Introduction

E-marketing harnesses a range of tools, activities and disciplines that leverage the "connectedness" of communities of consumers to deepen customer relationships, build brands and grow businesses – online and offline. The **Programme in Online Marketing Strategy** of USB Executive Development in collaboration with Britefire has been designed to fast-track you through the vital process of mastering all the interconnected components of innovative professional B2B and B2C e-marketing.



What sets this intervention apart?

More and more people are adopting online media to research their options, communicate among themselves, make decisions, and interact with their chosen suppliers. Whether your customers are businesses or consumers, it is essential to master e-marketing.

Professional e-marketing complements and strengthens traditional marketing, while its absence is a handicap. This programme will assist participants to:

- develop an ability to anticipate trends, think strategically, and act practically in every field of online marketing
- be able to apply effectively all the diverse interconnected components of online marketing
- appreciate and embrace the role of the internet in the broader context of business and marketing
- develop insights into the online consumer and the implications of web-dominated commerce for branding, promotion and customer relationships
- equip themselves with the knowledge and skills required to excel as a digital marketing strategist.

Past participants' comments

- *"Most fantastic learning experience reflecting on the online world of marketing. The presenter is most certainly the most up to date authority on where we've come from and where we are headed. Highly recommended!"* – Ryan Markus, Managing Member, Nikki Electronics CC (Online Marketing Strategy 2009)
- *"This programme opened up the field of online marketing and how to think strategically and apply its diverse components."* – Jenny Terwin, Marketing & Communications Manager, Bureau for Economic Research (Online Marketing Strategy 2009)
- *"Very enlightening and informative. Anyone who wants to be part of the digital revolution needs to do this programme."* – C. Chanda, Project Manager (Online Marketing Strategy 2009)
- *"Absolutely informative and educative programme that leaves you wondering why you have taken up a paid employment rather than working for yourself."* – Olanrewaju Olalekan, Head of Events & Sponsorships, Skye Bank, Lagos, Nigeria (Online Marketing Strategy 2009)

Contact person

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Who

Who should attend?

This programme is relevant for anyone with a marketing career who feels a need to upgrade his or her e-marketing knowledge and skills, while upgrading professional value in the eyes of employers or clients. For companies who provide e-marketing services to clients, having qualified employees demonstrates a professional level of e-marketing competency that differentiates them from their competitors.

Digital marketing is a senior marketing responsibility, not an IT responsibility. This programme is aimed at anyone who makes tactical or strategic marketing decisions, or has to interact with those who do, including: business strategists, marketing executives, product managers, analysts, advertising and PR executives, web developers, information architects, entrepreneurs, business developers, and media executives.

Admission requirements

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. His book, *Doing Business Digitally*, was written for South African business executives, and will be included with the programme materials.

Benefits

How would you benefit?

After successful completion of the programme, participants will be able to:

- lead e-marketing initiatives at a world-class level
- perform and excel as an e-marketing professional
- create and execute a digital business strategy
- manage the design of a customer-centric commercial website
- ensure that a site will be easily found through searches
- create and deploy successful cost-effective e-mail marketing campaigns
- harness the viral power of emerging buzz marketing media.

Certification

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



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What

Content overview

The following content will be covered:

• Day 1: DIGITAL BUSINESS STRATEGY

This section provides a comprehensive understanding of the rapidly changing nature of business-consumer relationships. It clarifies the new marketing landscape here and abroad, explores the diverse components of online marketing, and teaches a step-by-step methodology for developing competitive strategies for digital business success.

The topics covered include:

- The new marketing landscape and the new consumer
- Global trends in consumer behaviour
- The 8 steps to building a competitive e-marketing strategy
- Leveraging core competencies
- Policies – privacy and trust
- Engagement and "experience branding"
- Web 2.0 and Marketing 2.0
- Metrics and analytics for continuous improvement

• Day 2: SEARCH ENGINE MARKETING

The best qualified visitors to a website arrive as a result of searching. This section of the programme provides the insights and develops the skills needed to ensure your site is found online. You learn how to optimise a site for search engines (SEO), as well as how best to exploit "Pay Per Click" search advertising and contextual ad placement.

The topics covered include:

- Why search matters
- Search engines and how they operate: what affects ranking?
- Search engine optimisation (SEO): 10 steps to SEO your site
- Measuring the ROI of SEO
- Linking strategies to improve rankings
- Contextual advertising and Pay Per Click strategies
- Making effective use of Google advertising
- Geotargeting

• Day 3: DESIGNING WEBSITES FOR BUSINESS SUCCESS

A website is a business tool, and should be designed with customer insight and clarity of purpose. This section examines what makes a site usable, and teaches a 7-step methodology for ensuring that any online initiative is properly conceived and executed.

The topics covered include:

- Conversion funnels: turning visitors into customers
- Lessons from eye-tracking
- Defining business and marketing objectives
- Analysing competitors
- The 7-step methodology for site development
- Customer-centric design
- Customer experience cycles
- Information architecture
- Content strategies
- Writing for the web
- Code basics for non-programmers
- Graphic design guidelines and conventions
- Quality assurance and testing
- 10-point checklist for selecting a web developer
- Metrics for measuring effectiveness

• Day 4: E-MAIL MARKETING

E-mail offers a far higher return on investment than any other marketing tool, but it is fraught with technical, creative, legal and strategic complications. This section teaches the strategies, tactics and control mechanisms of successful e-mail marketing.

The topics covered include:

- Permission-based marketing
- Spam, ethics and the law

- Crafting strategies and objectives for e-mail
- Viralising a campaign
- The importance of subject lines
- The technical challenges for design and delivery
- Authentication
- List acquisition and maintenance
- E-mail logistics and management
- Outsourcing e-mail marketing
- Planning for conversion
- Metrics and how to interpret them

• Day 5: NEW BUZZ MARKETING TACTICS

This section of the programme focuses on the emerging web communications media and how best to focus them for commercial success. It provides a practical guide to using social search systems, YouTube and other video servers, mobile devices, as well as Facebook and other social networks.

The topics covered include:

- The internet as a business tool and 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
- Ground rules for engaging the new consumer
- New communications media: the value matrix
- Contextual and behavioural targeting
- Banners and rich media
- Mobile, video, games and virtual worlds
- User-generated content
- Viral marketing and social networking
- Buzz marketing and word of mouth
- Branding and promoting with user-generated content (UGC)
- Marketing with social search engines, YouTube and other video servers, mobile, Facebook, MySpace and other social networks
- Budgets, metrics and performance
- Creating an integrated approach to marketing 2.0.

NQF Alignment

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

When & Where

Date & Venue

USB, BELLVILLE

2 programmes

- 12 – 16 April 2010
- 4 – 8 October 2010

GAUTENG

2 programmes

- 19 – 23 April 2010
- 16 – 20 August 2010

Class times: 08:15 – 17:30

Fees

Fees

R11 900

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.

