



■ Programme in Online Marketing Strategy

Integrated Engagement Beyond the Website

■ Introduction

Today the internet is a primary shaper of consumer behaviour, a dominant medium for branding and promotion, and a driver of business processes and logistics. 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. USB-ED in collaboration with Britefire will be presenting this exciting programme, which will fast-track you through the vital process of mastering all the interconnected components of innovative professional B2B and B2C e-marketing.

Professional e-marketing complements and strengthens traditional marketing – and its absence handicaps it. People are adopting online media to research their options, to communicate among themselves, to make decisions, and to interact with their chosen suppliers. Whether your customers are businesses or consumers, it is vital that you master e-marketing. This programme will get you up the learning curve and keep you there.

■ Target Group

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.

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 certified employees demonstrates a professional level of e-marketing competency that differentiates them from their competitors.

■ Structure and Content

• 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
- The new consumer
- Digital in South Africa versus international
- Lessons and opportunities from around the world
- Global trends in consumer behaviour
- The 10 stages of digital business evolution
- Competitive digital strategy, planning and implementation
- Leveraging core competencies
- The 8 steps to building a competitive e-marketing strategy
- Policies — privacy and trust
- Engagement and “experience branding”
- Components of an integrated e-marketing strategy

- Web 2.0 and Marketing 2.0
- Ground rules for online marketing communication
- Metrics and analytics for continuous improvement

• 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:

- The evolving role of a website
- Conversion funnels: turning visitors into customers
- Lessons from eye-tracking
- Optimisation for good search engine rankings
- 13 requirements for an effective site
- Defining business & marketing objectives
- Analysing competitors
- The 7 step methodology for site development
- Defining the project scope and purpose
- Defining the business case & vision
- Defining target markets and personas
- Requirements definition
- User research and usability testing
- Customer-centric design
- Customer experience cycles
- Creative briefs
- Site maps, wireframes and use cases
- Information Architecture
- Content strategies
- Functional requirements and process flows
- Maintainability
- Design & technical specifications
- Look vs. feel
- Writing for the web
- Code basics for non-programmers
- Graphic design guidelines & conventions
- Accessibility
- Quality Assurance and testing
- 10 point checklist for selecting a web developer
- Metrics for measuring effectiveness.

• 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?
- Keywords and how to use them
- Search engine marketing
- Developing a search strategy
- Search engine optimisation (SEO)

- 10 steps to SEO your site
- Crafting your site to be search-friendly
- Measuring the ROI of SEO
- Linking strategies to improve rankings
- Contextual advertising and pay-per-click strategies
- Making effective use of Google advertising
- Geotargeting
- Crafting landing pages that convert
- A/B testing
- Going beyond Google
- Selecting a search marketing partner

• 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
- Creative strategies
- Viralising a campaign
- The importance of subject lines
- The technical challenges for design
- The technical challenges for delivery
- Authentication
- List acquisition and maintenance
- E-mail logistics and management
- Tools, techniques and resources
- Outsourcing e-mail marketing
- Planning for conversion
- Metrics and how to interpret them
- Continuous improvement strategies

• 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
- The evolution of the website
- 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
- 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
- Marketing with YouTube and other video servers
- Marketing with mobile
- Marketing with Facebook, MySpace and other social networks
- Examples and cases
- Budgets, metrics and performance
- Creating an integrated approach to marketing 2.0.

Objectives

- To develop an ability to anticipate trends, think strategically, and act practically in every field of online marketing
- To be able to apply effectively all the diverse interconnected components of online marketing
- To appreciate and embrace the role of the internet in the broader context of business and marketing
- To develop insights into the online consumer and the implications of

web-dominated commerce for branding, promotion and customer relationships

- To equip each participant with the knowledge and skills to excel as a digital marketing strategist.

Learning Outcomes

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.

Venue and Date

USB, BELLVILLE

1 programme (duration 5 days)

- 16 - 20 March 2009

Class times: 08:15 - 17:30

GAUTENG

1 programme (duration 5 days)

- 23 - 27 March 2009

Class times: 08:15 - 17:30

Fees

R11 500

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

Payment policy

A 50% cancellation fee is payable if the participant cancels later than one week prior to the commencement of the programme.

Please note that programme fees and dates are subject to change

NQF Alignment

NQF level 6

Facilitator

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.

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.

Enquiries

Laura Kirsten

Tel +27 (0)21 918 4467

Fax +27 (0)21 918 4478

Email laura.kirsten@usb-ed.com

Visit www.usb-ed.com for more information