

## Internet Marketing Fundamentals

Marketing has changed dramatically over the last decade. is all about communicating, and the Internet has completely the way people communicate. The Internet is a marketer's dream especially with Social Media, as you have a low cost marketing can reach a large audience.

Internet Marketing Fundamentals will provide your participants great set of skills to market your business online. Content is the Internet marketing, and your participants will need to know how your great content. If you want your business to grow then your participants need to understand Internet Marketing Fundamentals.



Marketing  
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### Course Outline:

#### Module One: Getting Started

- Housekeeping Items
- The Parking Lot
- Workshop Objectives
- Pre-Assignment
- Action Plans and Evaluations

#### Module Two: SWOT Analysis in Marketing

- Strength
- Weaknesses
- Opportunities
- Threats
- Case Study
- Module Two: Review Questions

#### Module Three: Marketing Research

- Consume All Media
- Finding the Right Price
- Product Development and Improvement
- Identify Your Target Audience
- Case Study
- Module Three: Review Questions

#### **Module Four: Real Time Marketing**

- Dynamic Content
- Engagement Builds Followers
- Constant Readiness and Monitoring
- The Time the Place and the Media
- Case Study
- Module Four: Review Questions

#### **Module Five: Brand Management**

- Every Interaction Counts
- Consistent Through all Media
- Unique Qualities
- Needs to be Actively Managed
- Case Study
- Module Five: Review Questions

#### **Module Six: Social Media (I)**

- You are Building a Community
- A Personal Touch
- Brand Champions
- Make it Easy to Share
- Case Study
- Module Six: Review Questions

#### **Module Seven: SEO Basics**

- Relevant and Original Content
- Keywords
- Value Proposition
- Linking
- Case Study
- Module Seven: Review Questions

#### **Module Eight: Social Media (II)**

- Content is King
- Blog and Interact
- Webinars
- Constant Monitoring
- Case Study
- Module Eight: Review Questions

**Module Nine: Website Characteristics**

- SEO Optimization
- Landing Page
- Analytics
- Mobile and Tablet Friendly
- Case Study
- Module Nine: Review Questions

**Module Ten: Capturing Leads**

- Lead Management and Generation
- Give Something Away
- Quality vs. Quantity
- Capture Repeat Customers
- Case Study
- Module Ten: Review Questions

**Module Eleven: Campaign Characteristics**

- Tailored for Your Audience
- Use Powerful Words
- The 4 W's of a Campaign
- Monitor and Tweak
- Case Study
- Module Eleven: Review Questions

**Module Twelve: Wrapping Up**

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations