



Institute for Capacity Development (ICD)

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Basic Internet Marketing

Course Objectives

Upon completion of this course, participants should be able to:

- Determine how their Internet marketing strategy fits with their overall marketing plan
- Apply techniques to influence and engage with their target market
- Weigh out the value of using a distribution service for e-mail marketing campaigns
- Get started with search engine optimization
- Use online advertising to boost their marketing results
- Adjust their Internet marketing plan based on metrics and reporting

Target Groups

- Marketing officers
- Information officers
- Administration officers
- Systems administrators
- Departmental Heads
- Communication Managers

Course Outline

- What is Internet Marketing?
- Defining Your Niche and Audience
- Popular Strategies
- Creating an Internet Marketing Plan
- Making Your Way through the Marketing Process
- Extending Your Influence
- Sharing Messages
- Making Connections
- E-mail Marketing
- Search Engine Optimization (SEO)
- Understanding Search
- The Search Engines
- Alternative Search
- Optimizing Keywords

- Picking out Keywords
- Using Keyword Suggestion Tools
- Monitoring Search Engine Ranking
- Using Google Rich Snippets to Attract More Visitors
- Optimizing Layout of Your Pages
- Optimizing Navigation and Menus
- Off-Page Optimization
- Link Marketing
- Advertising Online
- Pay Per Click Advertising
- Social Media Marketing
- Affiliate Marketing
- Web Analytics
- Action planning.

Dates: 12th – 16th February 2018

Duration: 1 week

Tuition Fee: US\$2550/delegate

Venue: Pretoria, RSA