

# On-line Marketing Strategies Curriculum

By completing the curriculum and the associated exercises, the program participants will be able to:

- Understand and employ tactics to enhance an Internet presence including a website
- Evaluate on-line marketing channels
- Decide which on-line channels to participate in
- Develop and maintain an on-line presence
- Understand the advantages and drawbacks of on-line marketing channels
- Tie an on-line strategy with the overall marketing strategy
- Understand on-line advertising – Facebook and Ad-words
- Assess return on investment of energy and money invested in on-line marketing
- Use on-line analytical tools

On-line marketing is no longer thought of separately from what was commonly identified as 'traditional'. As audiences move to technology to communicate, on-line marketing has just added to those traditional channels as choices for an organization to participate in. An in-depth understanding of computers is not required to have an on-line presence and it becomes more of translating what organizations already know, and do, in their marketing efforts to see how that knowledge is applicable to moving on-line.

This program addresses more than just Social Media, as it also explores not just what is available, but how to select and integrate myriad choices into a manageable strategy. Just as choices were made about radio, newspapers, flyers, mail and t.v., we now have Facebook, Pinterest, LinkedIn, Periscope, Youtube, Twitter and Instagram. More than anything this program addresses the question "Where are our customers, and how do we get ourselves in front of them?"

## **Understanding what it means to be on-line**

**What is an on-line strategy?**

**Facebook or stand-alone website?**

**Finding our on-line customers – locally and far afield**

**What do customers expect from an on-line organization**

**Connecting B2C and B2B**

**Promoting ourselves in Social Media – paid advertising**

**Assessing effective on-line strategy**

**Exploring LinkedIn, Facebook, Twitter, Pinterest, Youtube and Instagram, and how they work together**

**Connecting 'on-line' with 'bricks and mortar'**

**Dealing with Social Media customer service – the good, the bad and the ugly**

**Analytics – The advantages of on-line that old methods can't touch**