

Web Marketing Fundamentals

網絡營銷基礎

MEDIUM : English COURSE CODE : WMF

The potential of using the Web to market businesses, products and services, regionally as well as internationally, in a rapid and profitable manner is massive, 'if' done correctly. However, there are multifarious factors that need to be considered and leveraged for successful Web marketing to be accomplished; there is no single element or approach involved! It must also be combined with existing 'off-line' marketing procedures to give optimum synergistic marketing results. **This course deals with important Web marketing concepts and procedures.** This is a practical, hands-on course where attendees will have the opportunity to experience the latest tools and techniques currently used by successful Web based enterprises.

Attendees Will Learn To

- Understand the fundamentals of various Web marketing techniques
- Develop efficient online Web marketing plans
- Conduct Web search engine and directory promotions
- Deploy highly personalised Web-based marketing
- Exploit the potential of mass Web marketing using viral techniques
- Measure and evaluate the effectiveness of Web marketing

Who Should Attend

This training course is suitable for all who are interested in exploiting the Web to extend their business operations regionally as well as internationally in a rapid, inexpensive and effective manner. It will be of special benefit to business management and marketing professionals.

Course Outline

1. Web Marketing Fundamentals

- Low Risks, Costs and More Benefits
- Broad Customer Base
- Push-Pull Strategy
- Powerful Branding
- Prospect Generation
- Building Trust
- Giving and Selling
- Reasons for Failure

2. Web Marketing Plans

- Strategic Planning
- Situation Analysis
- Customer Analysis
- Market and Product Focus
- Pricing Strategy
- Product Distribution

3. One-to-One Web Marketing

- Site Personalisation
- Building Web Site Community
- Targeted Advertisement Delivery
- Real-time Product Customising
- Online Customer Service and Sales

4. Viral Web Marketing

- Viral Internet Marketing - Rapid, Inexpensive, Harmless and Unobtrusive
- Viral Marketing Techniques
- Successful Viral Marketing Strategies

5. Web Search Engine and Directory Marketing

- Robot Compiled Search Engines
- Human Compiled Directories
- Pay-Per-Click Search Engines
- Important International / Regional Search Engines & Directories
- Correct Web Site Promotion Procedures

6. Measuring Web Marketing Success

- Measuring Hits
- Measuring User Sessions
- Measuring User Click-Paths
- Measuring Revenues
- Measuring Tools