



# INTERNET MARKETING PRIMER

## Course Overview

This course is a good beginning for business owners and people new to marketing to learn the basics of Internet marketing. There is information on how to get started with online marketing and how to measure your results. You will be able to see if you are reaching your ideal clients, where these clients are, and how they interact with your online marketing programs. In one day, you will learn more about search engine optimization, email campaigns, pay per click advertising, and other important strategies.

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**Recommended for:** Business owners and people new to marketing

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**Format:** Instructor-led

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**Duration:** One day

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## Learning Objectives

- Integrate their Internet marketing strategy with their overall marketing plan
- Use tools to influence and engage their ideal clients
- Evaluate the benefits of using a distribution service to market by email
- Begin search engine optimization for their marketing campaigns
- Use online advertising to improve their results
- Use on metrics and reporting to adjust their online strategy



## Course Outline

- Unit 1: What Is Internet Marketing?
  - What Does a Web Site Look Like?
  - Popular Internet Marketing Strategies
- Unit 2: Creating Your Internet Marketing Plan
  - Using What You Have in Place
  - Navigating the Marketing Cycle
- Unit 3: Building Your Online Brand
  - Having Influence on Buyers
  - Applying What You Learn
  - Putting It into Practice
- Unit 4: Email Marketing That Gets Read
  - Getting Your Message Out
- Unit 5: Search Engine Optimization (SEO)
  - What is SEO?
  - Understanding How Search Works
  - The Top 3 Search Engines
  - Other Search Options People Use
  - Optimizing Keywords: The Inside Secret
  - Watching Your Rank in Search Engines
- Unit 6: Online Advertising
  - Pay-Per-Click (PPC)
  - What PPC Service Should I Use?
  - Making Commitments



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