

CLASS CONTENT

Session One: Getting Started

Workshop Objectives
Pre-Assignment

Session Two: SWOT Analysis in Marketing

Strength
Weaknesses
Opportunities
Threats
Case Study

Session Three: Marketing Research

Consume All Media
Find the Right Price
Product Development and Improvement
Identify Your Target Audience
Case Study

Session Four: Real Time Marketing

Dynamic Content
Engagement Builds Followers
Constant Readiness
The Time, the Place, the Media
Case Study

Session Five: Brand Management

Every Interaction Counts
Consistent Through all Media
Unique Qualities
Needs to be Actively Managed
Case Study

Session Six: Social Media (I)

You Are Building a Community
A Personal Touch
Brand Champions
Make it Easy to Share
Case Study

Session Seven: Social Media (II)

Content is King
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Webinars
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Session Eight: SEO Basics

Relevant and Original Content
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Value Proposition
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Session Nine: Website Characteristics

SEO Optimization
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Analytics
Mobile and Tablet Friendly
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Session Ten: Capturing Leads

Lead Management and Generation
Give Something Away
Quality vs. Quantity
Capture Repeat Customers
Case Study

Session Eleven: Campaign Characteristics

Tailored for Your Audience
Use Powerful Words
The 4 W's of a Campaign
Monitor and Tweak
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Session Twelve: Wrapping Up

Words from the Wise

Lessons Learned