

INTERNET MARKETING STRATEGIES FOR BUSINESS

Devised by the NLP Centre of Excellence- Approved by ILM

An internet marketing strategy is an important part of the overall marketing strategy of a business. This is true whether or not a company is doing business online. It is also true for a small, medium or large size company

By understanding how to align marketing strategies with business strategy, high-performing business leaders make better decisions about their products, services, customers, brand, and competition

This course is approved and by ILM, ensuring your course meets the highest standards possible

ILM - The Institute of Leadership and Management is the UK's largest awarding body for leadership and management qualifications, with 90,000 people registering for ILM courses in last year alone

Study Options Available

Classroom based, Home learning or study, distance learning, flexible study, online supported study and professional workplace learning available. Study at home online, at work or a mix of both, at a time and place that fits your personal needs.

INTERNET MARKETING STRATEGIES FOR BUSINESS Programme can be studied as 2 day course or blended learning, class room and distance learning. Upon successfully meeting course requirements certification includes two certificates, an Approved certificate from ILM and

NLP Centre of Excellence.

Objectives

Extend your knowledge in essential techniques & tools used for effective digital marketing

Demonstrate knowledge of practical strategies to help generate leads

Understand how to apply a digital marketing framework and plan to your business

Following this training course you will a better understanding of:

Essential digital marketing tools, the key channels and the underlying principles

How to put together a digital marketing plan / strategy

How to set objectives for your online marketing activity

Integrated search marketing strategies

How to run effective email marketing campaigns

Social Media marketing for business

Online display advertising networks and banner formats

Blogging & Online PR

Programme entry requirements

Initial Assessment. Create PEP / ILP

There are no formal entry requirements but participants will normally be practising managers, work in a leadership role, social media, marketing , program is ideal for marketing managers looking to update their skills, project and product managers, and anyone responsible for producing or executing a marketing plan

It is also a perfect opportunity for non-marketing professionals and business leaders in all functional areas to develop their marketing strategy around their customers, their products and services, their market, or their brand.

Course Overview

What is Internet Marketing?

What it Looks Like

Popular Strategies

Creating an Internet Marketing Plan Deciding on your niche, Creating an Info product, setting up a website,

selling on Facebook

Using Affiliates and Bloggers to sell your products

Selling Amazon Kindle Books

Membership Sites

Using webinars to sell your products

How to find the keywords your ideal customers are using to find you online

Learn how to blog successfully and how millions of small businesses are using blogging to drive lots of website traffic

How to use Facebook, the world's biggest social network, to laser target customers who already want to buy from you –

Leveraging What You Already Have

Making Our Way through the Marketing Process

Extending Your Influence through social media marketing

Content marketing: Creating engaging content

E-mail Marketing

Search Engine Optimisation (SEO)

What is SEO?

Understanding Search

The Search Engines

Optimising Keywords

Online PR & Blogging

Monitoring Search Engine Ranking

Advertising Online

What is Advertising?

Website conversion optimisation

Mobile marketing & responsive websites

What digital tools should I use?

Monitoring Success – Digital Metrics & Analytics

Action planning

CERTIFICATION

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We pride ourselves on providing top-quality trainings. The requirements for certification are covered at the start of each course.

We have specially designed the certification process so that you leave the course knowing you have a solid foundation and understanding of INTERNET MARKETING STRATEGIES FOR BUSINESS .

On completion of the course you will be eligible to receive 2 certificates, one from the NLP

Centre of Excellence for completing the course and another optional approved certificate from ILM - Institute of Leadership & Management . There is an optional £50 ILM approved Certification Fee