

Section 1

Unit 1

- Why email marketing
- Targeting promotions in the Internet Age
- Return on Investment (ROI) for email promotions
- The importance of permission marketing, relevant content, and opt-out options
- Integrating email promotion with other kinds of marketing

Unit 2

- How email works
- How commercial email vendors function
- Analyzing Open, click through and conversion rates
- Cleaning and updating email lists
- How HTML and text emails differ

Unit 3

- Writing email copy
- Writing a good subject line

- Writing email body copy
- Writing response and action copy
- Design and formatting email promotions

Unit 4

- Testing and tracking emails
- Frequency and best times to email
- How to test different emails
- Following up on inquiries
- Creating a one year email marketing plan

Section 2

Unit 1

- Why web site analysis works
- Why web site managers analyze their visitor traffic
- Creating goals and objectives for your web site
- Understanding the web site visitor experience
- How data analysis can improve web site outcomes

Unit 2

- How Google Analytics functions
- Setting up Google Analytics accounts
- Analyzing traffic sources and visitor traffic
- Redesigning pages to improve retention
- Testing web site versions with Google Optimizer

Unit 3

- Search Engine Optimization
- Understanding how page ranking and positions are determined
- Redesigning the title bar, alt tags, heading area, and links your URL
- Keyword density and rewriting web page copy
- Strategies to improve your page rank

Unit 4

- Moving to Web 2.0
- Generation Y and the Web 2.0 Attitude
- Developing user-created content
- Creating interactive web sites
- The future of web sites

Section 3

Unit 1

- The evolution of online advertising
- From mass marketing to targeted marketing
- The role of search in online advertising
- Return on investment for online advertising
- Competing effectively with online advertising

Unit 2

- Creating Google AdWord Campaigns
- Determining keywords
- Selecting your AdWord territory
- Understanding pricing strategies
- Creating an AdWord budget and evaluation

Unit 3

- Improving Online Advertising Results
- How SEO and online advertising complement each other
- Testing keywords and related keywords

- Using Traffic Estimator to improve keyword selection
- Successful strategies in using online advertising

Unit 4

- Facebook Ads
- Understanding Facebook uses and users
- Using demographics to target Facebook Ads
- Setting up Facebook Ads
- Trends and future of online advertising