

Course Name:	Corporate e-Marketing Skill for IT Professional
Duration:	2 Day
Medium of Instruction:	Cantonese with English terminology
Award of Certificate:	Certificate of Attendance

Nature and Objectives:

IT Professionals should be able to advise their organizations how to effectively promote their products, services and even the organizations themselves through e-marketing channels. Market researches clearly indicate that e-marketing brings many advantages over the traditional channels, such as advertising messages sent to specific target audience can be personalized, performance of the online advertisement can be measured easily so as to reflect the ROI of individual marketing campaign, reaching-out to potential clients can be enhanced via popular search engines in the market. However, there are a lot of trade secrets, tips and hidden knowledge in the subject areas that make these new channels effective for you. The course provides IT professional with an insider picture of this new media and channels, when planning and implementation of e-marketing campaigns in this new era.

Who Should Attend:

The course is for IT Professionals who want to extend their horizon from traditional IT supporting roles to be a contributor to the business as an internal e-marketing consultant. Since the course does not require technical knowledge, the course is also valuable for corporate executives, marketing managers, marketers, who are responsible for corporate e-marketing.

Course Outline:

Fundamental

- What is e-marketing?
- The difference between traditional marketing and e-marketing
- The advantage and the challenge of e-marketing
- Legal concerns of e-marketing
- Establishing your corporate e-marketing strategies

Behind the Search Engine

- Understand what is Search Engine Optimization (SEO)
- Compare nature ranking against paid search ads
- Factors that would affect the ranking of your website
- How to rank higher for your website on those popular search engines
- How to build your website so as to make it search-engine-friendly
- Tips and techniques
- Cases studies

Online Advertising Campaigns

- Understand online ads formats and terminology
- Understand and compare different online ads format: keywords ads, banner ads, directory ads, rich media ads, email marketing ads, free online ads, etc.
- How to choose the right keywords for each campaign
- How to bidding for keyword ads
- How to measure the ROI of each online campaign
- How to compete with your competitors
- How to avoid wastages of paid online ads
- Tips and techniques

Email Marketing Strategies

- Implement email marketing strategies: effective, low cost, with immediate response
- Prepare email content to fulfill the legal requirements in HK.
- Collect email database legally for email marketing purpose
- Maintain a current and valid email database
- Prepare email content to avoid email being rejected by anti-spam systems
- Personalized email marketing techniques
- Tips and techniques
- Cases studies

Website Development Strategies

- Determine the website structure and visual design to match the marketing purpose
- Develop user friendly navigation system
- Choose the right tools and technologies to build the website
- Features to build users loyalty, capture and validate the visitors information
- Analyze the performance of the website and how to read the website log result
- Budget and human resources concerns
- Compare outsource or develop in-house
- Tips and techniques

Project Workshop

- Participants would be assigned to plan for a live e-marketing project.