

# Sales And Marketing

## Internet Marketing Fundamentals Course Outline:

### Module One: Getting Started

- Housekeeping Items
- The Parking Lot
- Workshop Objectives
- Pre-Assignment
- Action Plans and Evaluations

### Module Two: SWOT Analysis in Marketing

- Strength
- Weaknesses
- Opportunities
- Threats
- Case Study
- Module Two: Review Questions

### Module Three: Marketing Research

- Consume All Media
- Finding the Right Price
- Product Development and Improvement
- Identify Your Target Audience
- Case Study
- Module Three: Review Questions

### Module Four: Real Time Marketing

- Dynamic Content
- Engagement Builds Followers
- Constant Readiness and Monitoring
- The Time the Place and the Media
- Case Study
- Module Four: Review Questions

### Module Five: Brand Management

- Every Interaction Counts
- Consistent Through all Media
- Unique Qualities
- Needs to be Actively Managed
- Case Study
- Module Five: Review Questions

### Module Six: Social Media (I)

- You are Building a Community
- A Personal Touch
- Brand Champions
- Make it Easy to Share
- Case Study
- Module Six: Review Questions

### Module Seven: SEO Basics

- Relevant and Original Content
- Keywords
- Value Proposition
- Linking
- Case Study
- Module Seven: Review Questions

### Module Eight: Social Media (II)

- Content is King
- Blog and Interact
- Webinars
- Constant Monitoring
- Case Study
- Module Eight: Review Questions



## Module Nine: Website Characteristics

- SEO Optimization
- Landing Page
- Analytics
- Mobile and Tablet Friendly
- Case Study
- Module Nine: Review Questions

## Module Ten: Capturing Leads

- Lead Management and Generation
- Give Something Away
- Quality vs. Quantity
- Capture Repeat Customers
- Case Study
- Module Ten: Review Questions

## Module Eleven: Campaign Characteristics

- Tailored for Your Audience
- Use Powerful Words
- The 4 W's of a Campaign
- Monitor and Tweak
- Case Study
- Module Eleven: Review Questions

## Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations