

Internet Marketing Fundamentals

Marketing has changed dramatically over the last decade. Marketing is all about communicating, and the Internet has completely changed the way people communicate. The Internet is a marketer's dream come true, especially with Social Media, as you have a low cost marketing tool that can reach a large audience. Internet Marketing Fundamentals will provide your participants with a great set of skills to market your business online. Content is the king of Internet marketing, and your participants will need to know how to utilize your great content. If you want your business to grow then your participants need to understand Internet Marketing Fundamentals.

Course Outline

- Plan Ahead For Happiness
- SWOT Analysis in Marketing
- Marketing Research
- Real Time Marketing
- Brand Management
- Social Media
- SEO Basics
- Website Characteristics
- Capturing Leads
- Campaign Characteristics

Prerequisites

The candidate must have completed or be in the process of completing a high school or secondary school diploma or similar educational standards.

Training methods

- Interactive facilitator lead learning
- Class activities
- Group discussions and case studies
- Practical sessions
- Question and answer sessions
- E-learning
- Role-plays
- Self-assessment tools

Learning outcomes

Upon the completion of this Course, the learner will be able to:

- Know how to conduct market research
- Develop a workable internet marketing campaign
- Recognize what a target market is
- Understand what a brand is
- Grasp SEO and website characteristics
- Find and capture leads

Course Duration

The standard duration of this course is 12 contact hours.

Approvals & Accreditation

- Ministry of Labour, Kingdom of Bahrain
- HABC
- ILM

Who Should Attend

Middle to high level staff such as:

- Marketing managers
- Marketing team members
- Social Media managers

For more information please feel free to contact:

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