



Schulich
School of Business
Executive Education Centre

Register for
an Upcoming
Session:

December 11 - 13, 2017
June 4 - 6, 2018

E-marketing: Strategies for Success

Plan your e-marketing programs with confidence. Explore the newest areas of web-based promotion – social media, mobile marketing, Web 2.0 and more!

Our Participants Say it Best:

"I know I will be putting into practice several of the pieces of e-marketing strategies and tactics that I learned in this course. Highly likely to recommend to colleagues."

G. Crisp, Marketing Manager,
CAFRAMO

"Engaging, focused experience with relevant content that is ready to implement at the office. Good takeaways, resources and contacts from the course."

B. Kinnear, Director,
Brothers Pharmaceutical

"Excellent course that provides both overview and in-depth info on e-marketing. The instructor brings tremendous knowledge and experience to the course."

E. Antonacci, Marketing Manager,
CSA Group

SEEC Moments of Insight include:

Techniques for integrating online and offline marketing mixes and measuring resulting enhanced ROI.

Building a complete e-marketing plan from template, including cost parameters and success metrics.

Live critiques and troubleshooting of current online marketing presence to identify potential enhancements.



Register Today / Complete Details

<http://seec.online/11564>



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Learn to use the newest areas of web-based promotion – social media, mobile marketing, Web 2.0 and more!

Plan your e-marketing programs with confidence!

E-marketing provides excellent **measurability, reduces costs, increases revenues and expands your company's marketing potential** – which is why digital technology has become the dominant stream in advertising and marketing. This comprehensive e-marketing workshop will prepare you to make **significant strategic contributions to your company's future e-marketing activities**. Participants will be given the framework to implement an e-marketing plan that is based on documenting objectives, implementing to best practice levels and forecasting realistic predictions of ROI.

Top Take-Aways

1. **Identify the key components** of an e-marketing plan
2. Recognize the importance of tying e-marketing to **business objectives**
3. Analyze a full range of **strategic e-marketing tools** (e.g. SEO, email campaigns)
4. **Separate the hype from the truth** about social media (Facebook, Twitter, etc.)
5. **Systematically evaluate** a variety of e-marketing vehicles for B2C, B2B and B2E audiences
6. Create an e-marketing business case that allows you to **plot costs against returns**
7. Integrate your **existing marketing mix** with the web

Who Should Attend

- Marketing managers, sales directors and VPs
- Website designers and content managers
- Communications managers
- Advertising and multimedia managers
- E-commerce specialists and systems managers
- Business owners, strategic planners, and customer service executives
- Directors of operations and information systems

Bonus Features:

- Participants will conduct live website assessments and have the opportunity to analyze their own websites and e-marketing programs.
- Your instructor will also evaluate several participant sites, applying the concepts taught at the program.

Instructor Profile

Lee Godfrey is one of Canada's leading experts on e-marketing planning, online branding and communications strategy. She has 25 years of experience in traditional and new media marketing, and acts as a consultant to companies in the financial, human resources, automotive, telecommunications, retail, government, and non-profit sectors. Her top-rated instructional style makes the web concepts easy to understand and apply.

Overview of Learning

E-marketing Vehicles

- Elements on and off your website
- Elements in other media
- Elements in the customer environment

Rich Media Vehicles

- Banners and vokens – not dead yet
- The best and worst of rich media
- Interactive on-page campaigns
- Podcasting – building relationships with audio

Email Marketing

- 20 must-haves for a great email campaign
- How to measure email success
- Privacy legislation regarding email
- Case studies: excellence in email

Search Engine Optimization/Search Engine Marketing

- Differences and definitions
- Key technical criteria
- Understanding customer behaviours

Social Marketing

- Blogs and wikis as marketing tools
- Twitter and Facebook – can they deliver?

Globalization

- Samples of globalized e-marketing
- Managing expectations for a global customers

Viral Marketing

- Everybody wants a chicken
- The five immutable laws of viral marketing

Continues Online

Get the whole picture.

Preview complete course content and instructor bio online.

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More Questions? Get in Touch!

Tel.: 416.736.5079 | 1.800.667.9380
or email excedinfo@schulich.yorku.ca

Dates & Locations:

December 11 - 13, 2017
Miles S. Nadal Management Centre

June 4 - 6, 2018
Miles S. Nadal Management Centre

Registration Fee:

\$2,950 + applicable taxes

Registration Details:

- Tuition includes teaching materials, lunches and refreshments, but not accommodations
- A special corporate rate is available for participants at partner hotels
- Programs run from 9:00 a.m. to 4:30 p.m.
- Modules, speakers, topics, dates, fees, and locations are subject to change