

# Marketing (E-Learning Course)



R 1, 250 Ex VAT



Course time: 150min



License valid for 14 days

## About the Course

Marketing is not about trying different types of advertising in a haphazard manner. It is about setting out clear objectives and developing an overall strategy - and then implementing various methods and techniques to meet these objectives. It is about analysing how effective these methods are and adapting your strategy to suit your needs, and ultimately drive sales.

Invest your time for the opportunity to review your market, product, competitors and your position in your market, and then get exposed to a whole host of new ideas, concepts and suggestions that will allow you to get your Product and Brand out to your market, without costing you an "arm and a leg". This course will give you some solid marketing advice, to get you on the path to building a dynamic presence in the market.

## Who Should Attend

This course is for anyone who works with the marketing of a company, brand or product. It is for anyone looking to find the best way to develop a marketing strategy.

## Modules That Form Part of the Course

MODULE NAME	ABOUT THE MODULE	MODULE DURATION
Marketing Strategy that Drives Effectiveness	Strategic marketing organisations have the capacity to drive incredible value through the entire organisation. This course will give you a foundational understanding of how to think strategically to develop, measure and promote a marketing plan that helps you bridge the gap between "activities" and "results." After completing this course you should be able to: Understand the importance of marketing strategy, effectively leverage customer and market insights to drive better results, build marketing strategy from scratch--through an easy five-step process and promote your marketing strategy throughout the organisation.	20 Minutes
Benefits of Events that Drive ROI	Industry events can be an incredible channel for organisations--particularly when in a niche space. However, events tend to be expensive, time-consuming, a high-effort-low pay-off channel, and difficult to track. This has left some marketers hesitant in making the investment. If you can master modern events--and track ROI--you'll be a step ahead of the game and will uncover new opportunities to directly drive revenue. After completing this course you should be able to: Understand five types of events every marketer needs to master, generate ROI through superior event strategy and execution and incorporate territory-based events into your marketing strategy.	10 Minutes
Customer Marketing	A few years ago, marketing "ended" at the point of sale, but in many cases, customers are your best salespeople and advocates. Marketers who ignore post-funnel marketing opportunities, are losing opportunities to differentiate their business and brand, while uncovering opportunities for revenue. After completing this course you should be able to: Increase renewals, referrals, and cross-sell and upsell opportunities with more effective customer marketing, launch a customer referral program and work better with customer-facing teams as you roll out your customer marketing efforts.	15 Minutes
Multi-Channel Marketing - Coordination, Cohesion and Results	The modern consumer expects to be able to interact with your brand through a variety of channels. Multiple touch points introduce complexity and makes it difficult to maintain a clear message and consistent value propositions. When channel strategy works well, every touch point strengthens engagement and perception of your brand. So how do you bring it all together? After completing this course you should be able to: Use the five steps for developing a winning multi-channel campaign, understand why personalization and segmentation drive better results and measure the success of a multi-channel campaign.	10 Minutes

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## Modules That Form Part of the Course Continued.

MODULE NAME	ABOUT THE MODULE	MODULE DURATION
Find Your Brand Voice with Killer Content Marketing	Content is the blood that flows through the modern marketers' veins. With video, texts, infographics, snapchats, in-product announcements, emails, and more, and a vast mix of audiences—including prospects, customers and influencers—and the ongoing pressures to deliver content at a rapid cadence, with a consistent brand voice—mastering content is a challenge. And measuring the impact of your content strategy tougher still. After completing this course you should be able to: Write content that resonates with your audience, use content across the entire funnel and optimize and maximize the effectiveness of your content so you can do less work, for better results.	10 Minutes
Email Marketing	In spite of the popularity of new channels like social and SMS, email marketing is here to stay. It can be an incredibly effective channel—yet many Marketers are still missing out on email's full potential. After completing this course you should be able to: How to use email to communicate with customers and prospects, unique ways to use email to get better results across the entire funnel and the best types of email campaigns to drive acquisition and retention.	10 Minutes
Social Media Marketing	Most of the internet advertising growth in the U.S. can be attributed to sites like Facebook, Google and other—and this percentage is rising. If you don't have a strategy for making smart investments in these channels, you are missing out on marketing opportunity. After completing this course you should be able to: Prioritise investments in the right channels for your brand, understand how to mature your social media program and deliver ROI and maintain control of your brand and message in the wild world of social.	10 Minutes
A Tactical Guide to EO and PPC	Search engine optimisation and PPC are incredibly effective ways to drive traffic for your website—but how do you ensure you're driving traffic that results in conversions? When it comes to SEO, how can you amplify your efforts? And when it comes to PPC, how do you know you're making the most of your spend? After completing this course you should be able to: Uncover long-tail keyword opportunities that can drive highly-qualified visitors to your site, maximize the utility of your online advertising spend through better segmentation, A/B testing and measurement and embrace new marketing strategies—like mobile—while avoiding the common mistakes that hurt online marketing quality.	10 Minutes
Marketing Hacks - Word of Mouth Marketing 1.0	It's been said that "there no such thing as bad publicity." Well there is, if you have a terrible experience with a certain brand, you're going to tell people and more importantly, they will listen. According to Nielsen, 92% of consumers will believe recommendations from friends and family over all forms of advertising. So, positive word of mouth is really rather important for any business. This course introduces you to the concept of Word of Mouth Marketing, as well as some new concepts, which will be invaluable to anyone looking to market their brand. Topics include: How to define Word of Mouth (WOM) Marketing and the three E's of WOM Marketing .	1 Minute
Marketing Hacks - Effective Brand Identity 1.0	Creating an effective brand identity is the bedrock of a successful marketing campaign. You see, without one you'll simply fade into the background. Brand identities are a lot like peacocks, lighthouses, and fireworks – the ones that stand-out are the most likely to succeed. In this course we will explain to you what to expect of an effective brand identity, why it is so vital during the marketing process and some quick tips for creating your brand identity. Topics include: How to define an effective brand identity and why brand identity is so important for successful marketing and some quick tips for creating your brand identity	1 Minute

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## Modules That Form Part of the Course Continued.

MODULE NAME	ABOUT THE MODULE	MODULE DURATION
Marketing Hacks - Finding Your Voice 1.0	The way you communicate with the world is one of the cornerstones of your identity. How you choose to express yourself will define the public's perception of your entire company. So, it's essential that you get it right. As a company, how you communicate with potential customers is vital in successfully creating your desired brand identity. So, how do you find a voice that suits your brand? One that aligns with your core principles and values? And will attract your target audience? Well luckily for you this course is going to tell you. Topics include: The importance of finding your brand's voice and the steps to take in discovering your voice.	1 Minute
Marketing Hacks - Video Pitches 1.0	Sitting through pitch meetings can often be the worst. Dull, rambling and usually by the end you've forgotten what's actually being pitched. However, it doesn't have to be this way. Video pitches are one of the most effective and reliable marketing tools at your disposal. With short, simple, and focused content, video pitches are the ideal way to explain to potential customers exactly who you are and what you do. At the conclusion of this course, you should have: What are video pitches, why they are an effective marketing tool and key tips for creating your video pitch.	1 Minute
Marketing Hacks - Increasing Your Brand Visibility 1.0	Brand visibility is the process of a brand entering the subconscious mind of a consumer. Kind of what a hypnotist does. The difference being brand visibility convinces people to pick a certain product over others. Brand visibility is about increasing the awareness of your brand in the minds of consumers and is determined by how much it's being seen, read and shared on social media, as well as the traditional channels. In this course, we will show you why brand visibility is so important to your business and what strategies you can use to increase your brand's visibility in order to expand your customer base and generate new sales. Topic include: A definition of brand visibility and its importance to your business and the ways in which you can increase your brand's visibility to consumers.	1 Minute
Marketing Hacks - Building Brand Loyalty 1.0	Building brand loyalty is a tricky thing. You see back in the old days, satisfying consumers' needs was simple. All you needed to do was keep prices low and your service reliable. However now, with increased competition due to the use of online shopping portals, it's harder than ever to instigate strong brand loyalty and customer retention. Though fear not, as in this 60-second course we will go through what you and your company require to inspire brand loyalty. Topics include: A definition of brand loyalty and how to maximise your customers brand loyalty.	1 Minute
Marketing Hacks - Defining Your Message 1.0	A brand message is the purpose a company exists. It's a mission statement. It's what a company is trying to achieve and why they are trying to achieve it. It is the foundation of all marketing output and informs every aspect of a brand's identity. This course is about you taking stock of your company's core values and once and for all defines your brand message. Topics include: A definition of brand messaging and its importance when marketing a business and the questions you must ask yourself when constructing a brand message.	1 Minute
The Inbound Marketer's Playbook	In the last 10 years, inbound marketing has become one of the most effective marketing channels. Getting started and finding success requires a shift in the way you communicate with customers, prioritise resources, work with sales, and budget and measure success. After completing this course you should be able to: Launch or rejuvenate your inbound marketing program, drive maximum engagement and conversions at each step of the funnel and track the success of your inbound marketing program.	20 Minutes
Essential KPIs for the Modern Marketer	If you're not capturing and measuring Marketing KPIs and metrics on a regular basis, you're marketing "blind." For many marketers, it's not a question of, "Do I measure my marketing?" It's a question of, "What do I measure!" And most importantly, "what do you do with the data once you have it?" Capturing and analysing your Marketing KPIs will give you an overview of your efforts and allow you find areas of improvement. After completing this course you should be able to: Understand which metrics are most critical to the modern marketing organisation, apply context to data to make better business decisions and communicate the effectiveness of your marketing to a variety of stakeholders.	20 Minutes

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