Webmarketing: The Fundamentals

Hands-on course of 3 days - 21h
Ref.: MFW - Price 2024: CHF2 050 (excl. taxes)

EDUCATIONAL OBJECTIVES
At the end of the training, the trainee will be able to:

Understand how digital marketing has changed

Measure strategic challenges related to the digital world

Identify the main concepts and terminology used in digital marketing

Know the main tools used to implement a digital strategy

Generate traffic to your website

Know what key indicators exist for overseeing your digital strategy

HANDS-ON WORK
Theoretical perspectives and practical exercises. Case studies and feedback.

CERTIFICATION
La certification DiGiTT® est en option lors de l'inscription à cette formation et s'articule en 3 étapes : le passage d'un Diag® avant la formation, l'accès à une digithèque permettant l'apprentissage des concepts et notions pour chaque compétence digitale, puis le passage de l'examen de certification. Celui-ci se compose d'un test de 90 min disponible en anglais et en français. Le résultat atteste de votre niveau de compétences sur 1000 points (débutant, intermédiaire, avancé, expert). Le seul suivi de la cette formation ne constitue pas un élément suffisant pour garantir un score maximum à l'examen. La planification de ce dernier et son passage s'effectuent en ligne dans les 4 semaines qui suivent le début de votre session.

THE PROGRAMME

last updated: 06/2022

1) Reviewing the field of digital marketing and e-commerce
- Understanding how the web has changed: From Web 1.0 to the Internet of Things.
- Review of the state of the web economy.
- Key figures and trends in e-commerce.
- How a contemporary digital business is organized.
- Different business models on the web.
- Measuring the challenges of moving from single-channel to omni-channel.
- Understanding new concepts: Category management, trade marketing, etc.
- Mastering POEM strategy (Paid, Owned, Earned Media).
Storyboarding workshops. : Reviewing web marketing in the participants' companies.

2) Making the customer central to your digital strategy
- Understanding new behaviors and what motivates Internet users
- Grasping the shift from the transaction model to the relational model.
- Producing content to attract the customer: Inbound marketing.
- Turning the customer into a brand ambassador: The Sherpa strategy.
- Creating new strategic spaces: The Blue Ocean strategy.
- Understanding new customer relations challenges with e-CRM.

- Using customer data with Big Data and Smart Data.
- Review of e-CRM tools.
- Measuring the impact of e-reputation on e-commerce.
- Making it easier for the client to get started: Fundamental principles of UX Design.
Case study : Study of an e-commerce company's relational model.

3) Optimizing your e-communication
- Creating personas to identify your different audiences.
- Knowing the components of brand attachment.
- Integrating storytelling into your digital strategy.
- Understanding different advertising formats in the digital age.
- Writing for the web: Fundamentals in order to get read and seen.
- Controlling your image on the web: The various tools available.
- Identifying the different roles of social media for the company.
- Using the community to drive growth with buzz marketing and growth hacking.
- Benefits of picture marketing with Pinterest or Instagram.
Role-playing : Creating a buzz marketing strategy.

4) Implementing an effective omnichannel strategy
- Optimizing your search results, the top driver of growth for e-commerce.
- The equation SEM = SEO + SEA + SMO.
- Improve your natural search engine optimization.
- Using Google Adwords effectively.
- Launching an affiliation campaign.
- Diversifying your content marketing: Blogs, white papers, etc.
- Using retargeting as a conversion tool.
- Best practices for emails and newsletters.
- Setting up partnerships: A win-win strategy.
- Generating business at points of sale: Web-to-store, web-in-store, etc.
Hands-on work : Creating an effective email/newsletter.

5) Measuring what new technologies add to the digital strategy
- Review of how social media is being used.
- Choosing networks based on your goals.
- Creating targeted advertising on social media with Facebook Ads.
- Releasing and spreading information via video.
- Challenges of M-commerce and M-marketing.
- Visualizing the benefits of apps and responsive websites.
- Understanding how brands can benefit from geolocation and geofencing.
- Measuring the challenges that the Internet of Things poses for businesses.
- Some emerging technologies and their impacts on the company of tomorrow.
Hands-on work : Creating or optimizing Facebook and LinkedIn pages.

6) Creating a digital marketing plan
- Integrating digital into the company's overall strategy.
- Defining the company's value proposition.
- Defining objectives: Acquisition, loyalty-building, image, etc.
- Benefits and best practices of marketplaces.
- Creating an omnichannel marketing plan.
- Planning actions and web marketing campaigns.
- Managing social media: The role and tools of the community manager.
Role-playing : Creating a multichannel marketing plan.

7) Measuring and analyzing the performance of digital marketing
- Determining key performances indicators (KPI).
- Understanding the concept of tracking.

- Using measurement tools: Google Analytics, Omniture, etc.
- Measuring social media performance.
- Managing opinions, posts, and comments from users.
- Key indicators for e-mail marketing.
- Calculating the ROI of your actions (Return on Investment/Return on Influence).
- Creating a standard digital dashboard.
- Measuring and analyzing competitors' SEO performance.
Demonstration : Using SEMRush, a tool for analyzing competitors' SEO performance.

DATES

REMOTE CLASS
2025 : 17 Mar, 23 Jun, 29 Sep, 19
Nov