

# Webmarketing

## Description

Internet changed the way companies do Marketing and advertising, including significantly reducing costs. Adds online is affordable for more companies than traditional media. The audience on the web is a lot more important than traditional adds media (posters, newspapers). Last but not least, new web technologies tools allow to better target users who search your products and know how well your marketing campaigns are effective.

### **Classroom Registration Price (CHF)**

1400

### **Virtual Classroom Registration Price (CHF)**

1300

## **Course Content**

### **Module 1: Regulation**

- Lesson 1: Individual Protection Rules on the web
- Lesson 2: Communication, ethics and standards on the web

### **Module 2: Effectively be present on the web**

- Lesson 1: Develop a comprehensive communication strategy adapted to the context and issues
- Lesson 2: Decline strategic lines of communication objectives
- Lesson 3: Know the latest Internet developments and marketing
- Lesson 4: Panorama of web marketing tools and search tools
- Lesson 5: Ergonomics of a website checklist of good practices
- Lesson 6: Social Networks: Content and Animation Facebook & Blog
- Lesson 7: Methodology to optimize its SEO
- Lesson 8: Mobile marketing: Smartphones and Tablets: Impact and Prospects

### **Module 3: Key features: Web marketer, traffic manager, community manager**

- Lesson 1: Role and tasks

## **Documentation**

- Digital courseware included

## **Participant profiles**

- Marketing Professionals
- Communication Professionals
- Business Managers
- Web masters
- Community managers
- Web Project Managers

## **Prerequisites**

- No prerequisites

## **Objectives**

- Understand digital tools for successful communication and good e-reputation
- Set a digital communication strategy for action in collaboration with marketers

**Niveau**

Fondamental

**Duration (in Days)**

2

**Reference**

DM-WM