



**USB**  
Executive Development Ltd  
University of Stellenbosch Business School

## Integrated engagement beyond the website



# Programme in Developing Web Marketing Strategies

## OVERVIEW

### INTRODUCTION

To be successful in your use of the internet as a marketing vehicle, you have to go beyond simply knowing the popular tools, such as social media or websites. You have to be able to develop strategies and plans that will engage your markets online, deepen customer relationships, build your brands and grow your business. The Programme in Developing Web Marketing Strategies of USB Executive Development, presented in collaboration with Britefire, has been designed to fast-track your mastery of all the interconnected components of B2B and B2C web marketing in a strategic, innovative and professional way.

### WHAT SETS THIS INTERVENTION APART?

More and more people are adopting online media to research their options, to help them make decisions, to communicate with colleagues and business associates, and to interact with customers. Whether your customers are businesses or consumers, it is essential to master marketing via the web.

Professional e-marketing complements and strengthens traditional marketing, while its absence is a handicap. This programme will assist participants to:

- develop an ability to anticipate trends, think strategically, and act practically in every field of online marketing
- apply effectively all the diverse, interconnected components of online marketing
- appreciate and embrace the role of the internet in the broader context of business and marketing
- develop insights into the online consumer and the implications of web-dominated commerce for branding, promotion and customer relationships
- equip themselves with the knowledge and skills required to excel as a digital marketing strategist

### PAST PARTICIPANTS' COMMENTS

*"A well-structured programme with an excellent balance between strategy and practical implementation."* – Marié Arnoldi, Senior Manager: Digital Strategy and Governance, Sanlam

*"Very insightful and well presented course and material. I would definitely recommend it."*

– Myliesha Wakefield, Principle Communications Officer, Department of Health

*"Relevant, updated content that is delivered by an expert in the field."*

– Danie Luttig, Marketing Manager, Maccauvlei Learning Academy

*"I feel like I have woken up from a long sleep and I am eager to apply what I have learnt in my own business."*

– Kevin Robinson, Sales Engineer, Tenesal Manufacturing

## WHO

### WHO SHOULD ATTEND?

This programme is relevant for those following a marketing career and who feel a need to upgrade not only their e-marketing knowledge and skills, but also their professional value in the eyes of employers or clients. The programme is also suitable for employees of companies providing e-marketing services, since qualified staff who demonstrate a professional level of e-marketing competency allow such companies to differentiate themselves from their competitors.

Digital marketing is a senior marketing responsibility, not an IT responsibility. This programme is aimed at anyone who makes tactical or strategic marketing decisions, or has to interact with those who do, including: business strategists, marketing executives, product managers, analysts, advertising and PR executives, web developers, information architects, entrepreneurs, business developers, and media executives.

### ADMISSION REQUIREMENTS

It is assumed that participants comply with the following requirements: English language competence at NQF level 4. Sufficient ability to read and comprehend learning material, write assignments and follow/participate in discussions on management issues.

### FACULTY PROFILE

Godfrey Parkin – a fifteen-year veteran of the European and US e-marketing industries – ran the global business services operation of AC Nielsen for many years, and has run successful e-businesses on both sides of the Atlantic. He created North America's best-selling enterprise-wide e-learning series E-biz Insights, and built the largest Project Management e-learning company in the US. Godfrey has advised Global 500 organisations in thirty countries, covering fields as diverse as the FMCG, automotive, financial services, retail, telecommunications, education and training, technology, media, government and travel. His book, *Doing Business Digitally*, was written for South African business executives, and will be included with the programme materials.



## Programme in Developing Web Marketing Strategies

### WHAT

#### CONTENT OVERVIEW

##### Day 1: DIGITAL BUSINESS STRATEGY

This section provides a comprehensive understanding of the rapidly changing nature of business-consumer relationships. It clarifies the new marketing landscape here and abroad, explores the diverse components of online marketing, and teaches a step-by-step methodology for developing competitive strategies for digital business success.

The topics covered include:

- The new marketing landscape and the new consumer
- Global trends in consumer behaviour
- The 8 steps to building a competitive e-marketing strategy
- Leveraging core competencies
- Policies — privacy and trust
- Engagement and 'experience branding'
- Web 2.0 and Marketing 2.0
- Metrics and analytics for continuous improvement

##### Day 2: SOCIAL MEDIA MARKETING

This section of the programme focuses on socially networked media and how best to focus them for commercial success. It provides a practical guide for using Facebook, Twitter, social search systems, YouTube and other video servers and mobile devices.

The topics include:

- Advertising, promotion and PR in a web world
- Web 2.0 and social media
- Branding, response and engagement
- Ground rules for engaging the new consumer
- New communications media: the value matrix
- Mobile, video, games and virtual worlds
- Online reputation management (ORM)
- Viral marketing myths
- Social media marketing
- Exploiting user-generated content (UGC) – creation and curation
- Marketing with social search engines
- Marketing with YouTube and other video servers
- Marketing with mobile
- Marketing with Facebook and other social networks
- Marketing with Twitter
- Creating and managing an integrated social media strategy
- The Social Media Lens
- Measuring ROI – beyond the size of your fan base

##### Day 3: SEARCH ENGINE MARKETING

The best qualified visitors to a website arrive as a result of searching. This section of the programme provides the insights and develops the skills needed to ensure your site is found online. You learn how to optimise a site for search engines (SEO), as well as how best to exploit 'Pay Per Click' search advertising and contextual ad placement.

The topics include:

- Why search matters
- Search engines and how they operate: what affects ranking?
- Search engine optimisation (SEO): 10 steps to SEO your site
- Measuring the ROI of SEO
- Linking strategies to improve rankings
- Contextual advertising and Pay Per Click strategies
- Making effective use of Google's various advertising tools
- Geotargeting

##### Day 4: DESIGNING WEBSITES FOR BUSINESS SUCCESS

A website is a business tool, and should be designed with customer insight and clarity of purpose. This section examines what makes a site usable, and teaches a 7-step methodology for ensuring that any online initiative is properly conceived and executed.

The topics include:

- Defining business and marketing objectives
- Analysing competitors
- Conversion funnels: turning visitors into customers
- Lessons from eye-tracking
- The 7-step methodology for site development
- Customer-centric design
- Customer experience cycles
- Information architecture and user experience
- Content strategies
- Writing for the web
- Graphic design guidelines and conventions
- Quality assurance and testing
- 10-point checklist for selecting a web developer
- Metrics for measuring effectiveness

##### Day 5: E-MAIL MARKETING

E-mail offers a far higher return on investment than any other marketing tool, but it is fraught with technical, creative, legal and strategic complications. This section teaches the strategies, tactics and control mechanisms of successful e-mail marketing.

The topics include:

- Permission-based marketing
- Spam, ethics and the law
- Crafting strategies and objectives for e-mail
- Viralling a campaign
- The importance of subject lines
- The technical challenges for design and delivery
- Authentication
- List acquisition and maintenance
- E-mail logistics and management
- Outsourcing e-mail marketing
- Planning for conversion
- Metrics and how to interpret them



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### BENEFITS

#### HOW WOULD YOU BENEFIT?

After successful completion of the programme, participants will be able to:

- lead e-marketing initiatives on a world-class level
- perform and excel as e-marketing professionals
- create and execute a digital business strategy
- manage the design of a customer-centric commercial website
- ensure that a site will be easily found through searches
- create and deploy successful, cost-effective e-mail marketing campaigns
- harness the viral power of emerging buzz marketing media

#### CERTIFICATION

On successful completion of the programme, participants will receive a certificate from the University of Stellenbosch.

#### NQF ALIGNMENT

This programme is presented on the complexity level of NQF 6.

### WHEN & WHERE

#### CAPE TOWN

Venue: USB, Bellville

- 11 – 15 April 2011

#### JOHANNESBURG

Venue: Indaba Hotel, Fourways

- 15 – 19 August 2011

Class times: 08:15 - 17:30

### FEES

#### FEES

R12 600

Fees include programme fees, programme material, lunch and refreshments, and are payable before the commencement of the programme.

#### CANCELLATION POLICY

It is of utmost importance that USB-ED be formally notified in writing of cancellation 14 days prior to the commencement date of the programme.

A cancellation fee of 10% will be payable for cancelling fewer than 14 days prior to the commencement of the programme.

*Please note that programme fees and dates are subject to change.*

### ENQUIRIES

#### CONTACT PERSON:

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WE HAVE OFFICES IN CAPE TOWN AND JOHANNESBURG