Course : Webmarketing, advanced

Practical course - 2d - 14h00 - Ref. WMA
Price : 1360 € E.T.

Webmarketing is continually enriched by the contribution of new digital technologies to already recognized marketing techniques. This practical training course will enable you to grasp the latest developments in this field and optimize your digital marketing strategy.

Teaching objectives

At the end of the training, the participant will be able to:

- ✅ Master the new levers of traffic creation
- ✅ Take advantage of new digital marketing techniques
- ✅ Anticipating likely developments in Web marketing

Intended audience
Marketing and e-commerce managers, sales managers, communication managers, product managers.

Prerequisites
Knowledge of digital marketing fundamentals.

Course schedule

1 Use new traffic generation levers

- SEO (Search Engine Optimization): fundamental principles, best practices and advanced techniques.
- SEA: optimize the use of sponsored links and Google Adwords.
- Facebook ads: build targeted, cost-effective campaigns.
- Using affiliation, an opportunity for the e-merchant.
- Investing in marketplaces: examples and best practices.
- Optimize mailings and set up effective call-to-actions.
- Locate and identify bloggers and influencers.

Hands-on work
Optimize your website for SEO, create an effective Facebook Ads campaign and mailing.

2   Acquire and retain customers

- Improve customer knowledge with e-CRM and Social CRM.
- Use predictive marketing and marketing automation.
- Promote your offer with tribal marketing and value creation.
- Understand the challenges of content management.
- Optimize your Web writing and introduce storytelling.
- Use videos and measure their impact on e-commerce performance.

Case study
Examples of successful Webmarketing strategies: Amazon, Zappos, Tom's Shoes, Old Spice...

3   Optimizing your mobile marketing strategy

- M-commerce: state of play and key figures.
- Understand the challenges of Apps and Responsive Design.
- Discover the new opportunities of SMSing.
- Include geofencing and geolocation in your toolbox.
- Discover IoT (Internet of Things) applications.

Demonstration
Demos of useful, high-performance applications.

4   Anticipating e-commerce trends

- Familiarize yourself with new payment systems.
- Integrate [[bots]] into your customer relations system.
- Imagining the points of sale of the future: the e-shop in shop...
- Discover the contribution of new sensory experiences: virtual reality, augmented reality...
- Understand the prospects offered by AI (Artificial Intelligence) for e-commerce.

Case study
Examples of best practices: Decathlon, Amazon Go...

Options

Certification : 190 € HT

DiGiTT® certification is optional when you register for this training course, and consists of 3 stages: taking a Diag® before the course, access to a digithèque to learn the concepts and notions for each digital skill, and then taking the certification exam. This consists of a 90-minute test available in English and French. The result certifies your skill level out of 1000 points (beginner, intermediate, advanced, expert). Taking this course alone is not enough to guarantee a maximum score on the exam. You can schedule and take the exam online within 4 weeks of the start of your session.returnchariot

TEACHING AIDS AND TECHNICAL RESOURCES
- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES
Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES
Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.