

# Course : Webmarketing: increase the visibility of your website

Practical course - 2d - 14h00 - Ref. EMC

Price : 1590 CHF E.T.

★★★★☆ 4,4 / 5

Mastering Web marketing techniques is becoming a strategic factor in increasing a company's visibility. This course will show you how to make the most of them, and present you with an effective approach to generating traffic to your website.

## Teaching objectives

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

- ✓ Understanding e-marketing trends
- ✓ Defining a digital marketing strategy
- ✓ Manage your e-marketing actions
- ✓ Generate traffic to your website
- ✓ Master the different levers to optimize your online visibility

## Intended audience

Directors, sales managers, marketing managers and staff.

## Prerequisites

No special knowledge required.

## Course schedule

### 1 E-marketing: definitions and challenges

- The development of e-business.
- The challenges of e-marketing for e-commerce.
- POEM: the 3 axes of e-marketing.
- The impact of social networks.
- The rise of m-commerce.

### Storyboarding workshops

The challenges of e-marketing for your company.

## PARTICIPANTS

Directors, sales managers, marketing managers and staff.

## PREREQUISITES

No special knowledge required.

## TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

## ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 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.

## 2 The web user at the heart of your e-marketing strategy

- The impact of e-reputation on e-commerce.
- Identify typical Internet user behaviors.
- Analysis of web surfer and smartphonaut expectations.

### Hands-on work

Identify a persona for your e-commerce site.

## 3 Launch your e-marketing strategy

- Understand the different stages involved in implementing a digital strategy.
- Define the positioning of your e-marketing communication.
- Promote distinctive assets: values, quality, originality...
- Coordinate strategy with corporate communications.
- Rethinking strategy in the mobile-first era.

### Hands-on work

Analysis of e-commerce brand content.

## 4 Promoting your site

- Identify influencers on social networks.
- Determine what content to share.
- Aim for buzz marketing.
- The key principles of online press relations.
- Exchanging links: partnership and affiliation.

### Hands-on work

Use tools to find influencers, select content to share...

## 5 Implement effective e-marketing techniques

- Search engine optimization and Adwords.
- Advertising to attract prospects.
- Retargeting for better conversion.
- Rethink e-mailing and data collection.
- Couple e-commerce with social-commerce.
- The advantages of m-marketing and geolocation.
- Searchandising: optimizing your internal search engine.

### Hands-on work

Selection of e-marketing actions and development of an action plan.

## 6 Manage your e-marketing strategy

- Manage an e-marketing campaign.
- Feedback on campaign objectives.
- Go beyond the conversion rate.
- Know the specific KPIs for social networks.

### Hands-on work

Construction of a dashboard with the most relevant KPIs.

### 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.

## 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.

## Dates and locations

### **REMOTE CLASS**

2026 : 22 June, 17 Sep.