

# Course : Inbound Marketing, converting prospects into customers

optional DiGiTT® remote certification

*Practical course - 2d - 14h00 - Ref. INB*

*Price : 1590 CHF E.T.*

★★★★☆ 4,6 / 5

This training course will show you how to convert your site visitors into qualified leads and then into customers. It will introduce you to new marketing concepts and processes that will help you generate more traffic to your e-commerce site.

## Teaching objectives

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

- ✓ Master the levers of digital marketing performance
- ✓ Integrating social networks into your inbound marketing strategy
- ✓ Manage and measure the performance of your inbound marketing strategy
- ✓ Optimizing your mobile marketing

## Intended audience

Marketing managers, marketing directors, anyone in charge of Webmarketing projects.

## Prerequisites

Basic knowledge of web marketing.

## Practical details

### Hands-on work

Case studies, role-playing exercises followed by group debriefing, participative exchanges and feedback.

### Teaching methods

Active pedagogy encouraging personal involvement and exchanges between participants.

## Course schedule

### PARTICIPANTS

Marketing managers, marketing directors, anyone in charge of Webmarketing projects.

### PREREQUISITES

Basic knowledge of web marketing.

### 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.

## 1 Taking stock

- Key data and figures.
- Web marketing strategies.

## 2 Inbound marketing: a new form of marketing

- New consumer needs and behaviors.
- From Outbound Marketing to Inbound Marketing.
- Ten Inbound Marketing benchmarks.
- The importance of content.
- Six steps to a successful strategy.
- Inbound Marketing in BtoB and BtoC.

### Storyboarding workshops

Identify Inbound Marketing in your company.

## 3 Linking digital to marketing objectives

- Create brand awareness. Generate leads.
- Convert leads into qualified contacts and then into customers.
- Improve customer service performance.
- Building loyalty.
- Permission marketing: at the heart of the strategy.
- The keys to a good strategy.
- Bring prospects into the brand universe.

### Group discussion

Brainstorming workshop in pairs: strategies in different companies.

## 4 The recommendation and the community strategy

- Brand ambassadors.
- The right influencers. Tribal marketing.

### Storyboarding workshops

Video illustrating the raison d'être of Tribal Marketing.

## 5 Performance levers

- Blog: writing quality articles.
- SEM = SEO + SEA + SMO.
- Use and mix social networks.
- Community Management.
- Behavioral retargeting.
- From Facebook to website.
- Manage your cross-channel strategy.

### Case study

A site's community strategy.

### 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.

## 6 The consumer-actor

- Call to Action: encourage the user to click.
- New consumer behaviors.
- Evangelize by providing broadcastable content.
- Lead Nurturing and Marketing Automation.
- Influence marketing process.

## 7 M-communication

- Main principles. Current situation.
- Applications with high customer benefits: best practices.
- Develop your mobile media strategy.
- Integrate video into your content strategy.

### Demonstration

Applications with high customer benefits.

## 8 Analyze and measure performance

- Defining the right indicators. Dashboard.
- Build a dashboard and measure return on investment.
- Learn about different analysis and reporting tools.

### Exercise

Build a dashboard.

## 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.

The certification option comes in the form of a voucher or invitation that will allow you to take the exam at the end of the training course.

## Dates and locations

### REMOTE CLASS

2026 : 22 June, 5 Nov.