

Duration: 45 mins

Course level: Introductory

Delivery method: Online

Introduction

There will be 24.9 million new online shoppers by the end of the decade, accounting for 49% of the adult population.

Businesses can expand their opportunities and increase sales by marketing their products and services online.

This course explains how to market a product or service online. It builds understanding of e-marketing processes and technologies, including the legal implications of selling online. The course includes expert opinion and content from Google and the industry body for e-retail, the Interactive Media in Retail Group (IMRG).

Who is the course for?

e-Marketing is ideal for business owners, managers, marketing personnel and sales teams in small to medium sized organisations, particularly those looking to expand and grow their business online.

It provides practical guidelines for business professionals interested in exploring the possibilities of e-marketing. Its aim is to explain important e-marketing issues rather than turn participants into e-marketing experts.

This course is aimed at individuals with no previous knowledge of e-marketing and there are no formal entry requirements. It does not focus on any particular industry or sector, so it is relevant to the widest possible audience.

What will you get from this course?

When you have completed this course you will be able to:

- understand how to expand your business opportunities through e-marketing
- create an e-marketing plan that describes your objectives, target audience, marketing mix, budget, action plan and how you will measure your success
- recall common misconceptions about e-marketing, for example that it is expensive
- know how email, banner advertising, search engine advertising and e-sales promotions work
- work with external online agencies to improve your e-marketing initiatives
- understand how using e-marketing can achieve your business goals.

Course features

The way the course is structured means you are in control at all times. Simple graphics, examples and diagrams are used to explain or reinforce new ideas. Throughout the course occasional questions ask you to put what you have just learned into practice. The course also contains audio interviews with e-marketing practitioners.

In addition there are links to useful resource websites such as Business Link and the Interactive Media in Retail Group. There are six downloadable PDF documents including useful checklists, an e-marketing plan template and course notes.

You can start this course straight away and access it at any time, providing you have access to a computer with an internet connection. The course is available for six months from the date first accessed.

Course modules

- e-Marketing Blockers
- Options for e-Marketing – Email
- Options for e-Marketing – Advertising and sponsorship
- Options for e-Marketing – Websites and search rankings
- Options for e-Marketing – Online agencies
- Options for e-Marketing – eSales promotions
- Creating an effective plan
- Risks and legalities

Other courses you might be interested in

Building Blocks for e-Business
FrontPage 2000
Legalities of Online Business

Course code: 104120BT001

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