

E-MARKETING

Tools aimed at selling with the Internet

Objectives

- Successfully integrate electronic communication in the company's marketing strategy
- Being able to build specifications to hold a dialogue with a provider.
- Acquire an Internet culture for sales
- Secure the web-users loyalty.

Concerned people

- Communication managers and persons in charge of communication
- Marketing managers and persons in charge of marketing
- Webmasters

Knowledge required

To be already an Internet-user.

Duration

2 days
Possible to be individually coached

Pedagogy and animation

Lectures – Experience shared between participants.

- Business cases studies
- Use of practical tools.

Know-how developed-Programme

Optimize your website's impact

Understand well all the websites-related stakes – Which contents attract web-users? – Know and understand the different websites categories – 6 steps to create an online shop – Well integrate the possible means of payment. Online payment-related legal obligations

Participative marketing

Complete your web approach with vocal tools: Telephone, Voice over IP, Call-back systems, Interactive Voice Systems. The “chat” mode - Audio and video - Customization functions – Tailor-made.

Elaborate communication strategies

Internet marketing characteristics – How to define online communication objectives – E-merchandising: stakes – interests. Offline and online channels' duality – Is outsourcing a solution?

Principles and interest of interactive communication techniques

Natural referencing: steps, tools.
Sponsored links: strategy – Choose your key-words :
Internal information sources: Intuitive list – website's audience data – competitive watches – Internal search engines.
Editors' services and tools to choose key-words (Google, etc.)
Key-words-related legal constraints.
Recommendation. Online point of sale display. Netlinking.
Affiliation : Principles – Different payment ways
Online advertisement: Possible solutions and formats. Pop-ups.
E-mail for marketing: Rules for a good efficiency. How to find the addresses and to manage the e-mailing campaigns, etc.
Viral marketing: Different types, advantages and limits.
Broadcast syndication – Use RSS
Geomarketing, based on: Local sites, personal declaration, behavior, « yellow pages » like websites.
Technical information processing-based geomarketing: Domain name extension, IP addresses.

Website management and contacts follow-up – Website audience measurement

Monitor incoming e-mails: stakes, organization.
« Light » and more elaborated technical solutions.
Audience measurement : Quantitative – Qualitative.
Indicators: A website audience – Advertising audience – Advertising efficiency.
Financial indicators, Return On Investment (ROI): CPO (Cost per Order), etc.
Measurement tools: What could we measure, and how?