



# Online-Marketing

## Your sales on the Internet

### Seminar objective

The world of social networks on the Internet is developing rapidly and has become an indispensable element in successful corporate policy. The number of people using social networks is increasing and with it the amount of information on the Internet, representing valuable capital for every company. Where are there unexploited customer potentials, how can I reach my target group as cost-effectively as possible and which communication strategies are my competitors pursuing? In this seminar you will learn about the most important instruments of online marketing and make use of concrete case studies to develop strategies for using Facebook, Twitter, blogs and the like for your company.

### Seminar content

- Social Media - what is this all about?
- Who is active on the web? Current figures and forecasts on user behaviour
- Social networks and their importance for marketing
- Facebook, Xing, Twitter, Blogs and Co - the most important tools at a glance
- Blogs: which are important for your industry?
- The right behaviour in social networks: A Code of Ethics
- The customer is talking to me: what the Internet can tell us about customer preferences
- Interactivity instead of one-sided dialogue - understanding and shaping communication patterns
- Learning from others: how companies assert their presence on the net
- My company on the Internet: identifying and exploiting potential
- How measurable is success on the Internet? "Monitoring" as an important instrument for evaluation

### Methodology

Short trainer inputs practical examples group discussion individual and group exercises interactive and experience-oriented exchange

### Target audience

The online marketing seminar is aimed at anyone who wants to experience and implement the benefits of social networks and media from a sales perspective in order to discover as yet untapped customer potential and new target groups.

#### Course ref.

VV5005

#### Participants

not more than 9 participants

#### Schedule

1. Day: 10:00 - 17:00
2. Day: 09:00 - 16:00

#### Location & dates

by agreement

Included in the price: Working documents, certificate of participation, lunch and coffee breaks.



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Firmendaten/Rechnungsempfänger

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Anzahl der Mitarbeiter in Ihrem Unternehmen

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