

Internet Marketing Specialist Training 2010 Certification

Primary Learning Outcomes

Here is a summary of the specific skills and knowledge covered in the Internet Marketing Specialist Training 2010 Program:

Module #1: Internet Marketing Strategy Development & Action Planning

- Review the seven primary components of Internet Marketing.
- Develop a concise and effective Internet Marketing strategy and action planning.
- Demonstrate the step-by-step process of an initial Internet Marketing consult.
- Research and implement the three main components of a comprehensive competitor analysis report: Web Presence, Social Media Presence and Search Engine Presence.
- Discover the top market and competitor research tools on the web today.

Module #2: Website / Landing Page Marketing Strategies

- Understand the AIDAS process that a typical website visitor goes through: Awareness, Interest, Desire, Action, Satisfaction
- Uncover the three crucial steps to conducting a marketing assessment for you or your client's website
- Demonstrate the process of auditing or reviewing a website.



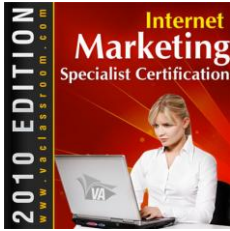
Module #3: Building a Profitable Affiliate Marketing Program

In this module, the follow six steps are covered:

- Define affiliate strategy
- Determine affiliate program structure
- Select affiliate program software
- Research and recruit affiliate prospects
- Manage affiliate partnerships
- Measure affiliate program success

Module #4: Search Engine Marketing Foundations

- Review the four key areas of Search Engine Marketing (Website Optimization (SEO), Pay Per Click, Social Media Optimization and Link-Building).
- Conduct a thorough SEM assessment for your clients.
- Uncover six steps to researching and optimizing your keywords.
- Discover 15 easy-to-implement link building tactics for you and your client's businesses.



Module #5: Article and Press Release Marketing Strategies

- Discover the following six-step article marketing success system for you and your clients:
 - Build article marketing strategy
 - Create articles
 - Submit to Ezinearticles.com
 - Submit to other article directories or niche sites
 - Track article results
 - Re-purpose and re-distribute article content
- Understanding some key FB privacy settings to maintain positive brand recognition.
- Uncover the key success strategies for building web traffic and results through online press release distribution.

Module #6: Building a Successful Email Marketing Campaign

- Review the key components that make up email marketing in 2010.
- Discover how to set-up and manage a successful email/auto-responder campaign for your clients.
- Uncover the following four stages of an effective email marketing system:
 - Build email list
 - Connect with list
 - Monetize list
 - Evaluate list



- Review the two of the top email auto-responder programs on the web today – Aweber.com and 1shoppingcart.com

Module #7: Measuring Your Client’s Success with Web Analytics

- Master these four steps to implementing an effective web analytics system for your clients:
 - Define website conversion funnel
 - Set-up Google Analytics program
 - Track and report key performance indicators
 - Optimize web marketing activities
- Discover how to track and compile three important analytic reports for your clients.

The learning outcomes for the Internet Marketing Specialist will be updated on a continual basis in order to meet the evolving needs of businesses today.

In addition, all graduates of this training program have ongoing access to our VAClassroom Social Network to further sharpen their skills and knowledge (<http://socialmarketing.vaclassroom.com>).

Created By:

A handwritten signature in blue ink, appearing to read "Craig Cannings".

Craig Cannings, Co-Founder

VAClassroom.com

