

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

Need help? Contact 1-877-566-9441 or visit www.amanet.org/5521

Leveraging Social Media to Engage Customers and Build Your Brand

Today's web is a more powerful marketing tool than ever. Are you tapping into its amazing potential to turn users into customers?

It's no secret that the Internet has drastically changed the dynamics of the merchant/customer relationship. Now when it's time to make a buying decision, customers increasingly turn to the web for product and company information. They expect companies to be transparent, open and honest—and when given a choice spend their dollars with those that are. This seminar provides marketing professionals with concrete techniques for applying social media strategies and tools to their overall marketing portfolio. You'll research consumers' online habits and mine the data to engage them with blogs, social networks, podcasts and video. You'll return to work with ready-to-use job aids and templates, including media strategy checklists, reporting forms and more.

How You Will Benefit

- Migrate traditional marketing activities to your online marketing
- Become familiar with the components of online communications programs
- Monitor the Web for “buzz” about your brand
- Implement and measure search engine optimization and paid search techniques
- Initiate a measurement and metrics regime to demonstrate the ROI of your e-marketing efforts
- Generate interest and buy-in from senior executives and other organizational stakeholders

What You Will Cover

Integrating Online Marketing into the Overall Marketing Mix

- Brand building and awareness over the web
- Online market research: what works, what doesn't and how to adjust quickly
- Identifying online communities where your customers congregate
- Discovering likes and dislikes of your customers to refine your product offerings
- Using word of mouth, word of web and buzz marketing
- Lead generation/affiliate marketing—the automated referral network

Best practice spotlight: McDonald's: How McDonald's integrated an existing offline

campaign into an online campaign

Social Networks and Successful Online Community Programs

- Creating a web-friendly, open and transparent company
- “Tell me, don’t sell me,” the informational vs. promotional rules of the road
- Using targeted marketing within social networks
- Defending and assuring accurate representation of your product online

Best practice spotlight: Toyota Motors—Setting up a social network and online community program

Effective Online Marketing Communications Programs

- Working with and leveraging bloggers
- Setting up your corporate marketing blog and getting it noticed
- Using RSS feeds to generate traffic
- Disseminating online marketing intelligence throughout your organization
- Elements of a successful podcasting strategy
- Publicizing videos and getting them to “go viral”

Best practice spotlight: National Geographic Channel—Using multiple online marketing communications vehicles

Search Engine Marketing—Optimize and Advertise

- Key factors of search
- The leaders in paid search
- Tools and key players for SEO and SEM automation

Best practice spotlight: Replacements Limited—Using search to drive a successful marketing strategy and build a business

Online Marketing Measurement and Metrics

- Measuring what matters: online sales, web visitation, time on site, lead capture, participation and interactivity
- Leveraging online ratings networks
- List of online marketing analytics software providers
- The engagement scorecard: How well are you engaging your customer, building the brand and increasing sales?

Best practice spotlight: Tommy Hilfiger—How web analytics drove an online merchandizing strategy

Who Should Attend

This seminar is designed for marketing professionals at a beginner's or intermediate level who are involved in interactive marketing strategies and would like to gain a practical understanding of the latest techniques and tools available.

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