

The Executive's Guide to the Online Marketing Channel

Meet the challenges of marketing and advertising in the digital age

Overview:

92 percent of people use the Web to evaluate purchase options, yet less than 30 percent of businesses allocate dollars for online marketing.

Why are so few businesses using the online channel? The answer to this question is that many marketers have limited knowledge of e-marketing and, therefore, do not know how to incorporate it into their marketing plan. Understanding this channel and its components is absolutely essential for you to be able to make informed decisions on how best to utilize channel efficiencies to create the most successful marketing results for your company or organization.

As a marketing decision-maker, your participation in ***The Executive's Guide to the Online Marketing Channel*** will provide you with actionable knowledge to help you prepare to budget for online marketing, make informed decisions when hiring and managing talent and help you ask the right questions when outsourcing e-marketing services to a third party. As an attendee, you will also learn how to effectively implement the mix of online strategies that is right for your business, helping you to achieve more stimulating marketing results and improve your return on investment.

Who Should Attend?

- Marketing executives and decision-makers
- Marketing managers
- Advertising professionals
- E-marketing specialists
- Anyone wanting to understand the online marketing landscape

What You Will Learn:

- Learn the best known practices and how to separate hype from hope when deciding what strategies will meet your objectives
- The essence of the online marketing channel
- What e-marketing strategies are and how they benefit marketers
- What is driving growth in the online marketing channel

- How to leverage online efficiencies for greater success

How you will benefit:

- Discover new ideas and opportunities to find new customers, products and markets
- Understand how to track and measure e-marketing strategies to gain more effective results
- Leverage the online channel to receive a better return on investment
- Reach your customers more efficiently through highly-targeted, effective and low-cost strategies
- Effectively source third party service providers to help you meet your goals

This is an interactive course taught by an industry expert, Jeff Parnell. Classes are kept small so participants will be afforded valuable time with the industry expert to address their most pressing questions and individual needs.

Presenter:

Jeff Parnell is a 23-year veteran of the direct marketing industry. He is a board member and former board chairman of the Center for eBusiness and Advanced IT (eBizITPA) and a member of the adjunct faculty at Gannon University's Dahlkemper School of Business. From 2000-2007, he served as a Vice President with Blair Corporation, and led their e-commerce business from start-up to nearly \$100 million in sales. Jeff holds Bachelor's and M.B.A. degrees from East Carolina University, and recently joined Howard Industries as Chief Executive Officer.

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Learn how to compete in the digit@l economy

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