

The Executive's Guide to the Online Marketing Channel



Meet the challenges of marketing and advertising in the digital age

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.

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.

92% of people use the Web to evaluate purchase options, yet less than

30% of businesses allocate dollars for online marketing.

"As a decision maker, this class will help you gain the knowledge and understanding of strategies like Web site, search engine marketing, email marketing and social media so that you will understand how these strategies apply to your business."

- Cathy von Birgelen,
Director of the eMarketing Learning Center @ eBizITPA

Who Should Attend:

This class is relevant for decision makers from all types of organizations including: *Manufacturing, Retail, Service, Government & Nonprofits*

Audience includes:

CEO/President/Owner	Entrepreneurs	Marketing Managers	Sales Managers
Advertising Managers	Public Relations Managers	Market Research Managers	Customer Relationship Managers
Project Managers	Marketing Consultants	IT/Web Managers	

What You Will Learn:

- Learn the best known practices and how to separate hype from hope when deciding what strategies will meet your objectives
- Discover new ideas and opportunities to find new customers, products and markets
- Reach your customers more efficiently through highly-targeted, effective and low-cost strategies

This interactive course includes 6 hours of instruction from Jeff Parnell, an industry executive with 20+ years of corporate and entrepreneurial experience.

eMarketing
Learning Center
@ eBizITPA

Learn to compete in the digit@l economy

To learn more visit www.emarketinglearningcenter.org/schedule or call 814 898-6500
eBizITPA • Knowledge Park • 5340 Fryling Road, Suite 201 • Erie, PA 16510