

Frequently Asked Questions

1. What is e-marketing?

E-marketing, also known as new media, interactive marketing or digital marketing, is a set of services and strategies that is enabled by technology and designed to interact with customers for the purpose of developing an ongoing relationship.

2. Why is e-marketing so important, especially in today's economy?

The online channel has a significant impact on business and economy today because use of traditional media for marketing is declining and shifting to online. Furthermore, over 90 percent of Internet users go online to research a product, service or supplier.

E-marketing is important to companies in a variety of ways:

- It is critical to business survival and growth in today's digital world
- Allows companies to find new customers, new partners and new markets
- Drives competitive gains and sparks innovation
- Offers high value at low cost

In addition, e-marketing is especially important in today's tough economy because it provides marketers with cost efficient means to communicate with their customers that will allow them to survive and compete.

3. What is the eMarketing Learning Center, and where is it located?

The eMarketing Learning Center @ eBizITPA (eMLC) is an educational and research Center for e-marketing professional development and business mentoring. The eMLC is an initiative of the Center for eBusiness and Advanced IT (eBizITPA). The eMLC develops industry-leading curriculum and educational experiences to help workforce professionals obtain the knowledge and skills necessary to effectively use digital marketing – a vital component to success in today's highly competitive global market. It is located in Knowledge Park at Penn State Erie, more specifically at:

5340 Fryling Rd, Suite 201
Knowledge Park
Erie, PA 16510

4. When and why was the eMarketing Learning Center established?

The eMarketing Learning Center was established in response to the growing skill and talent gap in online marketing. A needs assessment was performed that identified that businesses are not allocating marketing dollars for use in the online sector because they do not understand the category. The eMLC provides unbiased, neutral resources that help

businesses separate hype from fiction and identify the best known practices in the industry.

5. Who can benefit from the courses of the eMarketing Learning Center?

The eMLC classes are targeted to workforce professionals including: business and marketing professionals and executives, creatives and technicians. Individuals can acquire a wealth of knowledge that can be used to improve the success of their business or update their skill sets and provide them with a competitive advantage in today's difficult job market.

6. How do I sign up for courses?

Courses can be registered for on the eMarketing Learning Center's Web site www.emarketinglearningcenter.org

7. How often are courses offered?

Each course is offered once every quarter.

8. Explain to me what I will learn in the different classes.

The courses offered at the eMarketing Learning Center are "how-to" classes so that each individual can immediately apply what he or she has learned in the class. The classes are strategy-focused to enable attendees to tie the information presented in each class to real business objectives and ROI.

The eMarketing Learning Center currently offers four courses:

Fundamentals of Successful Search Engine Optimization

In today's business and consumer environment, search engines are where people turn to find information and research products, services and components. In fact, the 2008 Digital Future Project, conducted by the Center for the Digital Future at the USC Annenberg School for Communication, reported that 80 percent of Internet users age 17 and older consider the Internet to be an important source of information, up from 66% in 2006 (2008).

This course provides attendees with a comprehensive understanding of the fundamentals of Search Engine Optimization (SEO). In the class, participants will learn the strategy involved in SEO, rather than the technical aspects. They will learn how the search engine process works, as well as how to develop a plan to successfully optimize a Web site using keywords, links and content. Attendees will benefit by learning how to effectively implement an SEO strategy that will increase search engine visibility and traffic to their Web site.

Comprehensive Guide to Successful Email Marketing

This course establishes a comprehensive understanding of email marketing as an industry, best practice guidelines and how to implement them as part of a marketing strategy. Email marketing is one of the most affordable, effective and trackable mediums in which to market. It provides the best return on investment, dollar for dollar, compared to other mediums. After attending this class, participants will have an understanding of the building blocks necessary to develop a successful email campaign that will allow them to communicate, interact and build relationships with their customers. Attendees will also learn how to create effective copy and understand what techniques can ensure successful delivery along with how to measure and track their email efforts and ROI.

Fundamental Guide to Developing a Search Engine Advertising Strategy

Search engine advertising is a performance-based medium in which you only pay for those who click on your advertisement. In paid search advertising, your audience segments themselves and you receive immediate results. This course provides a detailed explanation about why you should implement search engine advertising and the benefits of including paid search as part of your online strategy. Search engine advertising is a performance-based model that generates highly targeted, qualified leads. Attendees will learn the skills necessary to develop, execute and manage a search engine advertising campaign, as well as step-by-step direction on strategic planning, ad copywriting, budgeting, creating new keywords, metrics, performance and tracking, testing and landing page development -- all important aspects of developing a successful search engine advertising campaign. Participants will learn how to incorporate this powerful channel into their online marketing strategy to receive more stimulating marketing success.

The Executive's Guide to the Online Marketing Channel

The Executive Guide to the Online Marketing Channel is designed to provide a comprehensive overview of the online marketing channel as a whole. The online marketing channel provides some of the most efficient and effective ways to reach and interact with your target audience. With use of the Internet on the rise, marketers need to learn how to incorporate these strategies and leverage the power that this channel holds in order to compete in today's digital economy. Decision-makers will obtain actionable information on what e-marketing is, what is driving the online channel to become such a dominant force and how e-marketing strategies and components such as Web site, search engine marketing, email, social media, e-commerce and affiliate programs, among others, are used to attract, convert and retain customers. After taking this class participants will have the necessary knowledge to be able to integrate e-marketing into their plan, hire and manage the right talent and source service providers.

9. Who teaches the classes? What are their qualifications?

The eMLC identifies industry experts that have years of practical expertise in applying these e-marketing practices in businesses to teach their classes.

Fundamentals of Successful Search Engine Optimization is taught by Neil Rabogliatti, a member of the Search Engine Marketing Professional Organization (SEMPO). Neil Rabogliatti is the senior e-strategy consultant for Catalyst Connection (www.catalystconnection.org) in Pittsburgh, PA. Neal has over 12 years of Internet development and marketing experience, specializing in developing strategies for search engine optimization and conversion in the B2B and manufacturing sectors. Some of his clients include: PPG, Erie Insurance, and the University of Arkansas. Neal lectures nationally on search engine optimization.

Comprehensive Guide to Successful Email Marketing is taught by Cathy von Birgelen. Cathy von Birgelen is the director of the eMarketing Learning Center @ eBizITPA and a certified email marketing professional. She is a strategic marketing consultant with more than 12 years of experience in e-marketing and business development efforts and has consulted with many regional and national clients including: GE, Choice Hotels, Proctor & Gamble, Holcombs, Howard Industries, Troyer Farms, Gannon University, Blair.com, and Penn State Erie, the Behrend College.

Fundamental Guide to Developing a Search Engine Advertising Strategy is taught by Chris Rudd. Chris Rudd, a certified *Google AdWords Qualified Individual*, is the Web marketing specialist at PAPA Advertising (www.papaadvertising.com), with offices in Erie, PA and Charlotte, NC. With nearly 10 years of experience, he provides dynamic solutions and strategies for interactive marketing, including Web management, promotion and sales. Rudd has past experience as a Web optimization consultant, director of Web marketing, and director of business development for regional and national firms.

The Executive's Guide to the Online Marketing Channel is taught by Jeff Parnell. A 23-year veteran of the direct marketing industry, Jeff 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. He holds Bachelor's and M.B.A. degrees from East Carolina University, and recently joined Howard Industries as Chief Executive Officer.

10. What is the student to instructor ratio?

Classes are kept small so that attendees will receive valuable time with expert consultants in a classroom setting. Generally, classes have eight to ten attendees.

11. Where do the classes take place?

Initially, eMarketing Learning Center courses have been offered in Northwest Pennsylvania, with plans to extend classes across the state and nationally. eMarketing Learning Center classes offered in Erie, PA can take place at the eBizITPA Conference Room, Manufacturer's Association or Ambassador Banquet Center.

12. The eMarketing Learning Center classes are unbiased and research-based. How is this so?

The classes are developed by industry experts and provide participants with a comprehensive understanding of the category and best practices and how to develop a strategy and apply it to their business. The eMLC is considered a neutral resource for online marketing best practice training.

We do not promote a product, company or a service, rather we educate participants about e-marketing disciplines and encourage participants to partner with third party consultants and service providers and make them part of their value chain for long term business success.

During the process of developing a course, the industry expert teaching the class is paired with a research assistant at the eMarketing Learning Center. A course outline is developed through a number of meetings between the industry expert and the research assistant, which is then supported through research from well-known, reputable best-practices marketing resources. During the development process, the course is presented to a number of business professionals to receive feedback and suggestions to improve the course and any information included in the class.

13. Explain the eMarketing SIG.

The eMarketing Special Interest Group (eM-SIG) is a regional organization that is igniting the growth of "high performance" professionals in essential areas of new media marketing. The eM-SIG works in partnership with other organizations, businesses, service providers and academes. The eM-SIG is FREE to join. The eM-SIG organizes around a common goal to promote professional development among member companies and those interested in keeping in touch with the rapidly changing area of online



marketing.

14. Why was the eMarketing SIG established?

The eMarketing SIG is for e-marketing practitioners, academics and people in the industry who share this common professional interest. The purpose of the eM-SIG is to:

- Bring together people and companies involved in the study, promotion and practice of e-marketing
- Organize opportunities to network, interact and share ideas and expertise
- Showcase regional businesses and talent
- Make available opportunities to stay informed on e-marketing practices and developments
- Enable career development and business success with access to modern marketing expertise and resources
- Fuel the growth of “high performance” professionals in e-marketing practices
- Bridge the gap between marketing technology and marketing practitioners

The objectives of the eM-SIG are to:

- Assist area workforce professionals and their employers so they may benefit from opportunities introduced by e-marketing
- Coordinate with industry, marketing, technology and economic development leaders to offer speakers, workshops, roundtables, etc. to respond to the e-marketing needs of the business community
- Become a conduit to educate, support and promote industry growth in NW PA

15. Who is involved in the eMarketing SIG?

Cathy von Birgelen is the Project Director of the eMarketing SIG and Erica Scaife is the eM-SIG Coordinator. Members of the eM-SIG include individuals and industry professionals who have an interest in e-marketing, such as marketers, creative, media, academics and IT specialists, to name a few.

16. Where can I find more information?

For more information, visit the eMarketing Special Interest Group Web site, www.emarketinggroup.org , or contact Cathy von Birgelen at (814) 898-6547.