

Partner Program

The eMarketing Learning Center @ eBizITPA (eMLC) is aware of the importance of a strong relationship with our partner channel. Everyone at the eMLC is working hard in developing superior service and educational products for you, our partners.

Through the eMarketing Learning Center's Partner Program, you have the opportunity to bring online marketing industry experts to your area through classes, seminars and workshops. The trainings offered by the eMLC are:

- Taught by industry experts with years of experience
- Unbiased
- Research-based
- Based on best known industry practices

Businesses participating in an eMarketing Learning Center course have realized the following results:

- 86% increased their knowledge and improved skills in digital marketing
- 43% increased revenue as a result of online marketing
- 71% gained new customers as a result of online marketing
- 43% found new markets as a result of the online channel

The eMarketing Learning Center @ eBizITPA training packages make it easy for you to offer these in-demand professional development opportunities in your area.

Live Instructor Classes Package:

- Full-day, in-person training
- Power Point handout
- Glossary
- Promotion-in-a-Box Kit (materials are co-branded)
 - Full-page flyer
 - Email template
 - Button graphic
 - Resource list
 - Workbook
 - Personalized certificate of achievement
 - Press release
 - 2" x 4" advertisement
 - Podcast/video

Currently, the eMLC offers the following courses:

- **Comprehensive Guide to Successful Email Marketing** – Throughout this eight hour class, participants will gain a comprehensive understanding of email marketing as an industry, best practice guidelines and how to implement these as part of a marketing strategy in order to communicate, interact and build relationships with their customers.

"I already learned so much in the morning session I could leave now and feel I got my money's worth."
- Cathy Cummings, Larson Text – *Comprehensive Guide to Successful Email Marketing*
- **Fundamentals of Successful Search Engine Optimization** – In this six hour class, attendees will gain a comprehensive understanding of the fundamentals of Search Engine Optimization (SEO), learn the strategy involved in SEO and how to effectively implement an SEO strategy that will increase search engine visibility and traffic to their Web site.

- **Fundamental Guide to Developing a Paid Search Advertising Strategy** – This six hour course provides a detailed explanation about why you should implement paid search advertising, how to implement an effective paid search campaign and the benefits of including paid search as part of your online strategy.

“The examples and real life hands-on activity were very beneficial. I didn’t think paid advertising was an option for my organization but from what I learned and how I can customize this option, I feel that paid advertising could be a great opportunity to geo-target potential members for my organization. The overall demonstration was excellent and I would definitely recommend this course to any organization looking for a new channel of advertising.”

- Eric Brotherson, Erie Federal Credit Union – Fundamental Guide to Developing a Paid Search Advertising Strategy

- **The Executive’s Guide to the Online Marketing Channel** – During this eight hour class, participants will be provided with a comprehensive overview of the online marketing channel as a whole. 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.

Due to the interactive nature of the eMLC’s classes, we recommend that attendance be kept to between 10 and 15 people, with a maximum of 20 participants. If you have more than 20 people interested in attending a class, you will receive a 20 percent discount on the second class. Both courses must be held on consecutive days.

Seminar/Workshops:

- Live 1 – 2 hour event on a specific e-marketing topic
- Power Point handout
- Promotion-in-a-Box Kit (materials are co-branded)
 - Full-page flyer
 - Email template
 - Button graphic
 - Press release
 - 2” x 4” advertisement
 - Podcast/video
- Currently, the eMLC offers the following workshops:
 - *What is Paid Advertising and Why Implement a Program?*
 - *The Core Elements of Web Site Design*
 - *Keeping Pace with Marketing in the Digital Age*
 - *Online Strategies to Encourage Online Giving and Fundraising...and other Neat Online Tools*
 - *Strategies Designed to Build and Grow In-House Email Lists*
 - *Essential Marketing Strategies to Generate Online Leads*
 - *E-marketing Metrics, Benchmarks and Tactics*
 - *The Art and Science of Email Marketing*
 - *Aligning Marketing and IT*
 - *Using Web 2.0 to Build Non-Profits*

The above topics are included in the workshops that are offered by the eMarketing Learning Center. Contact the eMLC to explore fees and arrangements for the classes and workshops. Please contact cathy.vonbirgelen@ebizitpa.org or call 814-898-6547.