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# An Introduction to e-Marketing and e-Distribution

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## Aim

This course explains and demonstrates on-line marketing and distribution. The course will assist participants in developing a strategy for the adoption of on-line technology. Other NDA courses in *Search Engine Optimisation and Google Analytics* and *CRM Systems and E-mail Newsletters* teach how to setup and use the technology.

## Audience

This course is designed for anyone who wishes to promote and distribute on-line or advise others in on-line promotion and distribution.

## Pre-requisite skills:

This course assumes no existing knowledge.

## Duration:

Half day (9am – 1pm).

## Course Outcomes

On completion of this course attendees will be able to:

1. Understand the differences between traditional and on-line marketing
2. Identify the characteristics of effective websites
3. Engage a web developer
4. Understand why a website should be optimised for search engines
5. Evaluate pay-per-click advertising
6. Evaluate the potential of social media marketing for your organisation
7. Understand how web analytics can be used to assess the effectiveness of a website
8. Evaluate customer relationship management systems
9. Evaluate e-mail newsletters
10. Understand the differences between traditional and on-line distribution
11. Evaluate shopping cart systems
12. Evaluate on-line payment systems

## Course Content

### **E-marketing**

- What is e-marketing
- Advantages of e-marketing
- Limitations of e-marketing

### **E-marketing with a website**

- The characteristics of effective websites
- Should I create my own website?
- How to engage a web developer

### **Promoting your website**

- Search engine optimisation
- Google Alerts
- Pay per click advertising
- Social media optimisation

### **Web analytics**

### **E-marketing with Google Maps**

- Embed a Google Map on your website
- List your business with Google Maps

### **E-marketing with Google Street View**

- Embed a Google Street View on your website

### **E-marketing with a Customer Relationship Management system**

- What is a Customer Relationship Management (CRM) system
- What type of business benefits from a CRM?
- How do you create a CRM

### **E-marketing with an E-mail newsletter**

- What type of business benefits from an e-mail newsletter
- How do you create an e-mail newsletter

### **E-distribution**

- What is e-distribution
- Costs and benefits of e-distribution
- Shopping cart systems
- Payment options

### **Glossary**

### **Action plan**