

# Internet Marketing Implementation

*Two-day workshop — How to use Social Media,  
SEO & other forms of Digital Marketing*

## **INSIDE:**

- **2 Days of Intense Training**
- **Social Media**
- **Blogger Outreach**
- **Content Strategy**
- **Geo-Location Based Marketing**
- **How to Identify Your Online Footprint**
- **Search Marketing: SEO & SEM**
- **Much More**



ALEXANDER HAMILTON  
CENTER  
an ASPE Training Company



## **The Alexander Hamilton Center Expanded Workshop Content**

---

Core Program Audience:

The Business Owner/Company COO: You're just getting underway with digital marketing —likely a consultant, coach, local business owner, writer, blogger, artist or general "gun for hire"—and see the potential of social media and internet marketing, but want to speed your path to success with the least effort and the greatest return.

The Corporate Marketer and/or CMO: You work for a corporation and have been tasked to manage the company's electronic marketing and social media initiative. You likely face internal battles to convey how social media and internet marketing could help the company, but you know there's real potential.

The Experienced Social Media and Internet Marketing User: You've been using social media and have internet marketing programs in place, but want better results. You're ready to take your business to a whole new level by improving your productivity, following the proven tactics of the pros and leveraging new tools and techniques. Better response. Less work. More profitability.

We address the Top Ten Issues faced when starting an Electronic Marketing Division

1. **Execution Plan**: Many times an execution plan with a roadmap and goals is what will ensure a program will succeed, which is especially true in any form of marketing. Sometimes we feel so overwhelmed we just need to see things visually laid out with a plan to act upon.
2. **Content Strategy**: This is probably the biggest piece of the puzzle that many people overlook. Once we have a definite content strategy in place, then the execution becomes more routine.
3. **Measurements**: Most people are not measuring anything; they are just doing. Spend some time fine-tuning what you are measuring, and then we can see what is working and what is not.
4. **Roadmap**: We will see an integrated marketing roadmap and goals to be defined and developed in class. We will be able to customize goals for each individual during these sessions.
5. **Audience**: Finding and focusing your efforts on your target audience will be solved in this course.
6. **Social Media Marketing**: We will show you how to convert your social media marketing efforts into tangible results.
7. **Tie In**: We will show you how to cohesively tie your social media marketing efforts with your current internet marketing programs.

8. **Tools:** With so many tools in the market place now, no one seems to know what will work best for their needs. We will dissect the tool sets available for each area and explain the differences.
9. **Executive Buy In:** Once done with this course, you will be able to show demonstrable proof that these campaigns, done correctly, will work.
10. **Campaign Creation:** We will be able to collectively brainstorm as if you had your own agency coming up with creative ideas for your product or service.

### The New Skills, Abilities, and Learning Objectives met and delivered in this program

1. **Content & Sales Copy Strategy:** Content strategy is the nucleus of any good marketing campaign. Content on the internet however can be different. Learn strategies around how to produce the best content as well as engage your audience for user generated content.
2. **Search Engine Strategies:** We will develop a custom search strategy for your B2C or B2B business, including paid and non paid search techniques. This includes on and offsite optimization, as well as PPC campaigns and Social Advertising.
3. **Social Marketing:** We will teach you what social networks you need to be on and which ones you should avoid based solely on your business model. Should you be on Twitter? Facebook? LinkedIn? YouTube?
4. **Email Marketing:** If you are not doing it, why not? You will learn how to craft the correct email for the right audience at the right time. Also, you will learn which tools to use and which to avoid.
5. **Blogging Techniques For Increased Sales:** Learn more advanced blogging techniques, how to leverage staff for blog production, as well as the ever critical blogger outreach. Also, we will teach you how bloggers think and react to pitches and how to perfect your pitch.
6. **Sales Lead Conversion Optimization:** After you generate all this traffic, what are you going to do with it? At the end of the day, conversion of your users is what drives revenue. We will teach you how people look at your website when they come to it, the secret to landing pages, what works, what doesn't and more.
7. **Accurate Testing Techniques:** This is of crucial importance. We all think our designs are the best, but how do we really know? We have to ask our customers. They will tell us. Learn how to test using a control and multiple creatives. Also learn the differences between A/B Testing and multi-variate testing techniques.
8. **Results Measurement:** Learn how to use Google Analytics (which will be used as the example) to set goals and measure your results. Not only will we teach you how to measure, but more importantly how to watch for trends and analyze the data to make critical decisions in your internet marketing campaigns.
9. **Good Web Design Fundamentals:** Learn the basic components of good web design, landing page design, and web development, so that you know what your staff is talking about. Learn some of the pitfalls, what to avoid and what to look out for.

10. *Word Of Mouth Marketing*: Yes, there can be an offline component however it must be directly correlated with your online efforts. Find out ways to make sure the two go hand-in-hand.
11. *Tools and Resources Available*: We will teach you about all the free tools, as well as the paid tools. You will also learn how to find out what is best for your business, free or paid.
12. *Agency vs. In-House Resources*: Get advice on what to consider when deciding to hire an agency or build your internet marketing team, to do it all in-house.
13. *Hiring Staff*: We will give you specific interview questions to ask when you are looking to build out your internet marketing department. We will teach you what to look for in someone that will be a good fit for this position, and who will not work.
14. *Video Marketing*: YouTube currently is the third most trafficked site behind Google and Facebook, and is the number 2 search engine in the world. We will show you how to optimize your videos each time you put a new video up. Also, we will teach you how to cross-pollinate your efforts with video on other sites (syndication).
15. *Case Studies*: Each section will be chock full of case studies many of which will pertain directly to your business.
16. *Social Media Policy*: This is becoming a very popular topic. We can teach you how to write a social media policy; as well as provide templates for you to do it yourself.
17. *How to use Twitter and Facebook as Marketing Weapons*: We will show you exactly how to convert fans and followers into loyal community supporters as well as how to track down potential customers and convert them into lifelong customers.
18. *Getting the Most out of LinkedIn*: LinkedIn is by far the best B2B social network out there. However, most people use it incorrectly or don't use it at all. We will show you how to harvest leads from your current LinkedIn network, and how to get introduced to many more.
19. *Geo Location-Based Marketing*: Ever heard of foursquare? If not, let us show you how to implement a geo location-based marketing arm of your internet marketing arsenal.
20. *Integration with Traditional Marketing*: Already have a marketing plan and are you trying to figure out how to integrate a possible social media marketing campaign into an existing budget and execution plan? We can show you how, what to avoid, and best of all, doing it so that upper management buys into it.
21. *Marketing Analysis & Audit*: After this course, you will understand how to perform a complete internet marketing analysis audit on your company. This will allow you to devise a complete plan from strategy to execution.
22. *Time Management*: You will be shown techniques on how to reduce the time spent in front of these tools and social networks. (The key is the plan referenced above).

## What Makes Our Course Different?

1. You will actually get digital copies of audit materials and learn how to perform your own audit.
2. We will provide social media policy templates to implement inside of your business.
3. We will have a contest for submissions of the best ideas for their very own social media marketing campaign. One winner will be chosen for a free one-on-one session to go through the details and take your idea to the next level.
4. All free tools and case studies will be provided in digital format for everyone attending the session.
5. This is more than somewhere you just go and take notes. This is the next step! You will come out of this course with an action plan ready to implement, with realistic timelines, cost and goals for each campaign.
6. As a previous owner of an Internet Marketing Agency, you will get inside information on how to hire an agency, what to look for, and red flags to watch out for.

## Case Studies and group interaction examine where others have succeeded and have failed in their Electronic Marketing efforts.

- Case studies for each individual section will be reviewed before we dive deep into each section.
- Group critiques on ideas for different products and services, with lots of interaction and engagement.
- In depth reviews of current SEO campaigns, SEM, Social Campaigns, and Conversion Optimization techniques. Analysis of specific landing pages. We will look at eye path tracking, and understanding the psychology behind how users view pages.

## Your Expert Instructor and Course Developer – A seasoned veteran, working in the trenches.

Jeremy Smith is currently a Social Media and Internet Marketing consultant. He specializes in driving traffic through many forms of creative internet and social media campaigns, as well as understands the conversion process of potential customer to a lifelong cash cow. He is the former CEO and co-founder of Twine Interactive.

With more than 15 years of experience in technology and marketing, Jeremy is widely recognized as a thought leader in today's online market where design and development meet the ever-growing world of digital word of mouth marketing. Jeremy created the company with co-founder Brian Henderson in 2006. Together they have created one of the North Carolina's premier Internet Marketing

Agencies located in the heart of downtown Raleigh, NC. In less than 3 years, Jeremy has grown the company to over 10 employees as well as a 453 percent jump in revenue from 2008 to 2009. With 100's of customers in such a short amount of time, Jeremy fully understands that relationships are the keys to success in our current economy. In working with mid sized and small companies, Jeremy understands how to improve a customers web presence by utilizing his companies experience in design, development and marketing.

Jeremy is actively involved in variety of community and civic duties such as the Social Media Club, Capital City Club, Raleigh Chamber of Commerce, Interact, and the North Carolina Hispanic Chamber of Commerce. He currently serves as the Director of Social Media for the Triangle America's Marketing Association.

Jeremy started his career with IBM in software development. His understanding of technology and extroverted personality allowed him to move into security consulting, product development, and eventually product marketing. He has consulted with and worked side-by-side with brands such as GAP, Sprint, Aventis Pharmaceutical and American Express to name a few. Jeremy received numerous accolades while at IBM in process architecture, product development and marketing.

After his career with IBM, Jeremy went back to his entrepreneurial roots and created a company in the gaming industry in Southern California in 2003. After successfully raising 15 million dollars, Digital Interactive Systems Corporation was able create a gaming portal product that was shipped with OEM's such as HP, Sony, Alienware, Gateway and Dell. As the CTO for D.I.S.C, Jeremy's main role focused on product development and marketing, as well as executive account management and the overall technical point of contact for the company. After the sale of the company in 2006, Jeremy moved back to North Carolina to start Mach9, which is now known as Twine Interactive.

On a more personal note, Jeremy is a West Coast native who came to Raleigh at the age of 15. He is a graduate of East Carolina University with a Bachelor's Degree in Spanish and Business MIS. He is fluent in Spanish and is a certified translator and interpreter for hospitals and courts. His mission to help small and medium sized businesses grow through the use of technology. He believes that the best part of his job is helping business owners achieve their online marketing goals, while also increasing their bottom line.

Tuition Fee: \$1,195.00 per person

Contact: Tom McGraw at [tmcgraw@aspeinc.com](mailto:tmcgraw@aspeinc.com)