

Excellence in Online Marketing & Social Media

The possibility of using online marketing and social media for your company's marketing and business strategy – in a way that's cost-effective, transparent and measurable. 3 days.

DESCRIPTION

Online marketing and social media are very attractive to a company's marketing and business strategy. Their possibilities for reaching a large number of customers, who have not been customers until now, and to interact with them are almost limitless. At the same time, they are cost-efficient, transparent and measurable. But only if you employ your online marketing and social media activities correctly and combine them with classic activities. We will show you how to do this, which is especially important now, as technology and the tools you need continue to develop at breakneck speed.

KEY BENEFITS

- You will experience first-hand how online marketing and social media can be used, from branding to promoting sales and winning new customers
- You will learn how to take advantage of online marketing and social media as an integral part of your corporate communications
- You will understand how to avoid letting the complexity and costs of online communications get out of hand, while making your activities transparent and measurable
- You will learn how to design an online marketing concept that is tailor-made for your company

WHO SHOULD ATTEND

This seminar is perfect for mid-career executives and high-performers from customer and market-oriented areas of the business; along with managers and specialists for:

- Marketing, product management
- Brand management, communication and advertising
- Distribution and sales, customer service

AREAS OF FOCUS

Creating and Launching an Online Marketing Strategy

- Effective communications today
- Making your company fit for an online future
- Website marketing and usability
- Important measurement parameters and defining them
- Tools and how they function

Search-Engine Marketing and Digital Advertising

- From keywords to Adwords to Google Analytics – definitions and tools
- How can you achieve top rankings at Google?

- How can you reach your customers using search-engine optimization?
- When does online advertising pay off?
- Developing and implementing targeted Adwords campaigns

Social Platforms as Part of your Marketing Strategy

- The technologies, strategies and tactics of social-media marketing
- An introduction into the use of Facebook, Twitter, YouTube for marketing purposes
- How to take advantage of the potential of these media as part of your company's marketing and communication strategy
- Creating messages and placing them effectively

Social-Media Strategies

- Relevance, identification, factors of success
- Planning and conceiving a social-media strategy
- Social-media monitoring

Social-Media Programs

- Facebook marketing and Twitter for business
- Instant messaging – Snapchat and WhatsApp
- Forums and blogs
- YouTube as a marketing channel

Sessions & Fees

EP4410	Mar 23 – 25, 2020	Flims, CH
EP4420	Sep 07 – 09, 2020	Wildhaus, CH

Duration: **3 days**

Fees: **EUR 2,900.– | CHF 3,300.– | US\$ 3,600.–**

Registration: www.bostonprograms.com/ep44 or registration form on the back of the brochure

Are you interested in corporate education or consulting?
Call us at: +41(0)43 499 4020

General Information

Registration and Confirmation

You can register by email, mail or FAX, or at our website. Once you register, you receive written confirmation, including detailed information on the location of the program, travel directions, hotel accommodations and an invoice for the program fees. If the program is fully booked, we notify you immediately. When you complete the program, you receive a certificate of attendance. Please note that the program curriculum, faculty and hotels are subject to change and/or amendment.

Change of Registration

If you need to change your registration, please notify us at least 6 weeks before the program starts. A change of registration entails a fee of 300 Euros. Under some rare circumstances, a program or parts of a program may have to be postponed or modified. In such cases, we will notify you immediately to ensure that you can attend an alternative program with similar content.

Cancellation

You may cancel your registration free of charge 3 months before the program starts. If you cancel between 3 months and 6 weeks before the start date, you will be reimbursed 40% of the program fees. For cancellations within 6 weeks of the program start date, you will be charged the full program fees. You can arrange to have someone take your place up to 3 days prior to the program start date.

Program Fees

Program fees for our seminars and programs include the faculty fees and educational materials associated with the program (V.A.T. is not included). Accommodations and meals are not included. If only parts of a program are attended, missed parts may not be made up. Payment is accepted in Euros, Swiss Francs or US Dollars. Reference currency: Euro.

Accommodation, Daily Delegate Rates

Our programs are held at high-quality hotels and seminar centers. Participants are not obligated to stay at the seminar hotel. Note, however, that Boston Business School customarily negotiates a special room rate with the seminar hotel. Unless it is included in the accommodation rate, an additional daily delegate rate for lunch, coffee, etc., will be charged to participants. For rooms at the seminar hotel, participants make their own reservations following instructions provided by Boston Business School, and pay the hotel bill on the final day of the program.

Insurance, Disclaimer

Boston Business School does not offer insurance to participants. Therefore, participants must carry their own insurance policies to protect them from damages due to accidents, disease, theft and so on. Boston Business School cannot be held liable for damages. Terms, conditions and course content are subject to change and/or amendment.

Registration Form

Please complete and print this registration form and mail or FAX it to:

Boston Business School
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Phone +41 (0)43 499 40 20
Fax **+41 (0)43 499 40 21**
Email
info@bostonprograms.com
Internet
www.bostonprograms.com

I wish to participate in the following program:

Name of Program

Program Number

Program Dates

Prefix Ms. Mr.

Titel

Last Name

First Name

Company/Organization

Street, P.O. Box

Postal Code, City

Country

Email

Telephone

FAX

Position

Industry (opt.)

Number of Employees (opt.) under 200 up to 1000 over 1000

Signature

Date