

WE160

WEBMARKETING

Using the Best Strategies and Techniques for Web Marketing

Objectives

To provide the knowledge and skills required to understand and maximize the proper marketing channels and approaches..

Targeted audience

Marketing and communications managers, Web specialists..

Prerequisite

None.

Content

- Web marketing: context and definition
- Building a Web marketing plan
- Digital media: SEM, Display, programming and social media
- Content marketing
- SEO (Search Engine Optimization)
- Social networks and content
- Email marketing
- Marketing automation
- Tracking and using performance measures to monitor your Web tactics
- Trends in the digital economy

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<http://www.technologia.com/en/information-technology/webmarketing/web-strategies/using-the-best-strategies-and-techniques-for-web-marketing/>

Contact Us: formation@technologia.ca

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DURATION	REGULAR FEE	PREFERENTIAL FEE
1 DAY	485 \$	435 \$

Select the training date*

Montreal	April 21 2020
Montreal	September 9 2020