

	PRODUCT SHEET	Identification: Trainevo-Ficheprod-01
		Revision Date: 11/2021
		Version number: 01

Training Title : How to Choose Between Different Marketing Solutions online?

This training allows you to discover and know the digital marketing solutions to implement to attract a maximum of visitors to your website.

Target audience

Any person who manages or is required to manage a website.

Prerequisites: Common use of the Web at least for private purposes (browsing, social networks, search...).

Reference:	Category:	Duration:
Trainevo-072022-IT-01	E-Business	1 Jr
Language(s):	Training organization:	Number of participant min:
French		8

Objective(s)

Allow participants to:

- ✓ Discover and understand the Digital Marketing actions that can be carried out to attract a maximum of visitors to its website;
- ✓ Determine the most appropriate Digital Marketing techniques for your website after identifying the advantages and disadvantages of each.

Program

1. Introduction to Digital Marketing
 - Web Marketing: the key elements and the place of data
 - Overview of Digital Marketing Strategies
 - Overview of the different techniques
 - The place of the Internet user
 - Why attract as many visitors as possible to your website?
 - Tracking and performance monitoring
2. Attract visitors to your website naturally
 - Attract with Google (SEO)
 - Attract thanks to Social Networks (SMO, Live Shopping...)
 - Attract with Emailing
 - Attracting through Reputation

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- Etc.
- 3. Attract visitors to its website by paying
 - Attract with Google (SEA)
 - Attract through Social Networks (Social Ads)
 - Attracting with Influencers
 - Attract with Banner Ads (Display, Native Ads...)
 - Etc.

Method

The points discussed are almost systematically imaged by, at a minimum, a concrete example thus allowing a better understanding on the part of the participants. Tips and tricks based on the trainer's experience will be delivered during the discovery of the material.

Participants will also be able to ask questions about their own activity so that they can easily move on to practice in their company.

Evaluation