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## Online marketing classes nyc

Internet marketing uses digital networks and electronic devices to promote a product or service. Learn about different types of internet marketing and how you can use them for your business. Internet marketing is the art and science of selling products and services over the Internet. Art involves finding marketing strategies that appeal to your target market and translate into sales, while the science of research and analysis is needed to measure the success of these strategies. Alternative name: Digital marketing, Internet marketing Internet marketing uses a variety of digital, online and electronic tools to push the message for current and potential customers. The message can be created as an image, text or video and is distributed in any number of places. It can be as simple as a social media feed or it can be as complicated as a broad and comprehensive strategy that includes multiple modes including social media, electronic newsletters, websites and other channels. The type of internet marketing that will be right for your business will depend on the nature of your business, the habits and demographics of your target market, and your budget, among other things. Market research will lead you to the right strategy or combination of strategies for your suggestions, and detailed performance measurements will indicate which ones are most successful for you. For example, a hairdresser who wants to include internet marketing can add an Instagram feed with photos of hairstyles completed by its stylists to show off their talent. The Facebook page can highlight rave reviews from happy customers and display a link to the salon's website, where prospects can find information about bookings, available services and photos of the interior of the salon. Internet marketing is becoming increasingly important for small businesses of all types. In the past, internet marketing has been something that local brick-and-mortar businesses can ignore in favor of traditional methods. However, as consumer habits change, shoppers are much more likely to explore their purchases online before buying. In fact, they probably research the product online, even if they are standing in the store. Generally, all businesses should include some internet marketing in their marketing mix or they risk missing out on business. There are almost as many types of internet marketing as there are ways to search for information online. However, there are several methods that tend to see success. Internet marketing includes search engine optimization (SEO) and search engine marketing (SEM). SEO is a process of fine-tuning text on your business site, so the site occupies a higher place in search engine result lists when your potential customers enter search terms that match your product offerings. It's nothing, to optimize your site to work better in search results, and a high-ranking website can bring in tons of organic traffic (website traffic that happens happens SEM, on the other hand, is a paid search marketing strategy. Search engines like Google charge you to display your ad when a user searches using one of your keywords. These fees are also called pay-per-click (PPC) fees. SEM statistics can provide excellent feedback on the effectiveness of your advertising. For example, a metric called click speed tells you how many times your ad has been clicked about the number of views of a page containing an ad. This gives an idea of how attractive people find your ad to be. The more attractive it is, the more likely it is that they click through. There are many types of online advertising features. One method is to use banner ads built into web pages. Other options include interstitials, which are ads that appear before or between parts of content. Various social media providers, such as Facebook, also sell ads on their platforms. You can use e-mail to send newsletters and individual products or services specific to your customer's needs. You can also keep your customers up to date with company news, upcoming events and special offers. Once you have created a list of email subscribers of potential customers who may be interested in your products or services, email marketing is a very effective way to reach them because your message arrives in your inbox where they will probably see it. Social media platforms such as Twitter, Facebook, LinkedIn, Instagram and Pinterest (let's name a few) are all online marketing opportunities. They work best when part of an overall content marketing strategy that emphasizes the quality and usefulness of the content you create for your brand. Don't forget about social media. Social media marketing works best as a conversation with your customers. This requires active participation, not just ad placement for your products or services. Keeping a blog is another way to communicate with customers and keep them up to date with your products or services. The blog can be used to provide advice and get useful feedback. The more value you can provide to customers through the experience you share in your blog, the better you position your brand as a reliable source. This can help customers be willing to take a chance on your offer. Internet marketing is a strategic use of digital networks and electronic devices to promote your business. Internet marketing can cover many different methods of customer coverage, including social media, email, websites, blogs and search engine traffic. Almost every business will benefit from because it's a great way to reach people where they're already online. Marketing is changing rapidly, along with today's consumer behavior. This theme of the University of Pennsylvania Wharton School Introduction to Marketing MOOC is one of the most popular MOOCs available, with more than 125K participants registered for their first first last year through the Coursera platform. The next course proposal begins this week and lasts nine weeks, and is taught by a team of Wharton professors, each with a different area of specialty: Class Central Charlie Chang sat down for a conversation with Professor David Bell to learn more about marketing trends and MOOC. Focus MOOC Introduction to MoOC Marketing is part of the Wharton Foundation Series, which covers core areas of business (finance, marketing, accounting and operations). The course includes about 14 hours of video lecture content, about the same as the in-person MBA class, but the content is more thematic, covering several cutting-edge areas carefully as well as covering the basics of marketing. Thus, it is appropriate both an introduction to marketing as well as a refresher course that covers some of the latest trends. In terms of basics, the course will cover three main frameworks found in most marketing courses: Five C within: company, competitors, customers, employees, context four P within: product, price, location, promotion of STP framework: segmentation, targeting, and positioning So you will definitely get to know your Kotler (author of the book is considered a marketing bible). But the course is also suitable for entrepreneurs. Professor Bell says: The course is quite focused on entrepreneurs. If you are someone who thinks about starting a business, the three most important questions are: Who are the customers that I go after and how do I value them? What is the narrative of my brand, the point of parity and the point of difference in relation to other options? How I will actually perform, especially if I don't have a lot of resources. The course is pretty heavily geared towards entrepreneurs These three things are covered quite widely in the MOOC. In addition to being a source of content, the course also has active discussion forums where students communicate with each other on various issues throughout the course, and it can be used as a channel by entrepreneurs to get feedback on their ideas from their peers around the world. The three themes Professor Bell covers in his MOOC Module Marketing Evolution: from The Slogans of History Professor Bell describes the major recent changes affecting marketing as a combination of two forces: the emergence of new business models and the speed with which new models gain traction. This is due to four specific trends in the market: the disruption of the value chain (e.g. Amazon.com) democratization of access to things (e.g., decentralized social media channels) Supply and matching demand (e.g. long tail) Co-consumption (e.g. AirBnb, car sharing services) With these changes, the importance of product storytelling has increased dramatically, something that strikes students in its classrooms as a big A-Ha moment for them. Professor Bell says: A lot of what's going on in marketing now is about being in the media, it's about Dialogue. One example is Warby Parker, an online prescription glasses manufacturer that sells directly to customers. And besides cutting out the middleman, they also have a great social component of the mission to their identity, giving one pair of (new) glasses away to a person in need of a developing world. So we see that Warby Parker uses all four trends mentioned above: it sells directly to the consumer (1), relies heavily on social media (2), served the original niche markets with limited style (3), and developed a social impact story that drew people into the overall cause (4-okay, so that could be a stretch). This illustrates that a product is not just a product for sale, but a marketing message - it's not just a slogan. You need the story behind your product, and this story should be told in an engaging, interactive way, like a script, Professor Bell says: If you have a script, then your story is always interesting, if you just got the slogan, then it gets tired and boring. How will marketers change so how will these changes affect what marketers should do? How will the marketers of the future differ from today's marketers? There are three important areas marketers probably need to change: marketers will need to engage in more dialogue with customers. Companies are no longer just faceless corporate behemoths, but active participants in consumers streams of consciousness through social networks. Marketers will have to meet customer demands for greater authenticity. Consumers don't just want to know about the product, they want to look behind the curtain and know who is making the product, see where it goes from. Marketers will need to figure out the right tools that they need to use from the growing number that appear to analyze the growing data volumes of the example of the company that embodied these areas is quidsey, a startup founded by the Wharton alum who started diapers.com, with a single-minded focus on maximizing convenience and providing low costs to parents. He used the trust he built up with more than 1 million parents to branch out into the product area (in fact, his clients encouraged him to offer other items with the same service and convenience provided by quidsey). Thus, the company acquired soap.com and other sites, applying its philosophy to all of them. In 2011, just six years after it began, quidsey was acquired Amazon.com for \$545 million. Professor Bell suggested three channels of information that marketers can use to keep up with the latest research: Business School-based blogs or newsletters such as Wharton's own Knowledge@Wharton business management journals, with the big three being: Harvard Business Review, Sloan MIT Management Review, and Management Review is an online portal for marketing professionals, MarketingProfs, which has a 600K member interested in the marketing practice of Reflections on MOOCs Prof. also shared his thoughts on teaching this MOOC. The first thing to note is a gigantic scale. Of the 125,000 students who signed up for the first MOOC, many dropped out or were suspended as the course continued. But tens of thousands of students around the world completed the course and about 10,000 paid \$50 to take the Signature track. In fact, Professor Bell recently mused that the only number of people who filled out the course scores for his first MOOC was greater than the total number of students he had taught for his entire career up to this point! Professor Bell and his co-instructors find this an incredibly useful way to spread marketing knowledge. About 10,000 students paid \$50 to take the Signature Track Another advantage is the ability to collaborate in these efforts with colleagues, each of whom has separate areas of focus. It is unlikely in a business school that the introductory marketing class will be jointly taught by several teachers, it is too resource-intensive. But when you produce something for hundreds of thousands of people, a new level of investment is justified (three professors have just completed a full production schedule in the studio). Where are the things led by Wharton's MOOC initiative? Professor Bell is not sure: We dip our nose into the water. We don't know if that's the case, but it seems like an exciting thing to be involved in. Indeed, this can be expected, as many trends, which are subject to changes in marketing, are also the driving force behind the MOOC phenomenon. If you want to learn more about marketing, either for the first time, or as a retraining, you can still subscribe to the Wharton Intro to fund MOOC, which starts this week. Week.

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