

Inbound Marketing: converting your prospects into customers



MR-163 2 Days (14 Hours)

Description

This course will show you how to convert visitors to your site into qualified leads and then customers. He will introduce you to new marketing concepts and processes that will allow you to generate more traffic to your e-commerce site.

Who is this training for ?

For whom

Marketing managers, marketing directors, anyone in charge of a Web marketing project.

Prerequisites

Aucune

Training objectives

- Master the performance levers of digital marketing Integrate social networks into your inbound marketing strategy Manage and measure the performance of your inbound marketing strategy Optimize your mobile marketing

Training program

Dresser l'état des lieux

- Key data and figures.
- Web marketing strategies.

L'Inbound Marketing : un nouveau marketing

- New consumer needs and behaviors.
- From Outbound Marketing to Inbound Marketing.
- Ten benchmarks for Inbound Marketing.
- The importance of content.
- Six steps to a successful strategy.
- Inbound Marketing in BtoB and BtoC.
- Exchanges Identify Inbound Marketing in your business.

Lier le digital à des objectifs marketing

- Create awareness.
- Generate leads.
- Convert leads into qualified contacts and then customers.
- Improve service performance customer.
- Knowing how to build loyalty.
- Marketing permission: at the heart of the strategy.
- The keys to a good strategy.
- Bring prospects into the world of the brand.
- Collective reflection Pair reflection workshop: strategies in different companies.

La recommandation et la stratégie communautaire

- Brand Ambassadors.
- The right influencers.
- Tribal Marketing.
- Exchanges Video illustrating the reason for being of Tribal Marketing.

Les leviers de performance

- Blog: write quality articles.
- SEM = SEO + SEA + (SMO).
- Use and mix social networks.
- Community Management.
- Behavioral retargeting.
- From Facebook to the website.
- Manage your cross-channel strategy.
- Study case Community strategy of a site.
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Le client conso'acteur

- Call to Action: encourage Internet users to click.
- Behavior of new consumers.
- Evangelize through the provision of redistributable content.
- Lead Nurturing and Marketing Automation.
- Influencer marketing process.

M-communication

- Main principles.
- State of play.
- Applications with high customer benefit: best practices.
- Develop your media strategy on mobile.
- Demonstration Applications with high customer benefit.

Analyser et mesurer les performances

- Define the right indicators.
- Dashboard.
- Performance measurement tools.
- Exercise Build a dashboard edge.