

IN ENGLISH

A three-day intensive seminar for managers from all fields of work eager to master the world of online marketing and social media. Find out everything you need to know about online marketing & social media in a compact and practice-oriented course before incorporating your new up-to-date knowledge into your company's online marketing and social media activities.

## Concept

Companies have to face the challenges of evaluating the benefits offered by online marketing and social media channels and learn how to benefit from them. The seminar provides an overview of and an in-depth insight into how both B2C and B2B companies can evaluate the potential of online marketing channels such as search engine advertising (e.g. Google Adwords), search engine optimisation, affiliate marketing, e-mail marketing and social media for their own business activities. After successfully completing the seminar, you will have comprehensive knowledge of all relevant online marketing and social media channels as well as their opportunities. You will be able to assess the different options available, learn how to measure and monitor online marketing activities and know how to create an online marketing and social media strategy for your company. This seminar will provide you with well-grounded fundamental knowledge allowing you to confidently decide whether and how online marketing and social media channels can be used to bring maximum benefits to your organisation. After all, you not only want to achieve optimal results, but also a perfect balance in terms of costs, time and resources involved.

## Topics

### Online Marketing

- > Overview and Introduction
- > Presentation of relevant channels
- > Online marketing objectives

### Search Engine Optimisation

- > How SEO works
- > Overview of the most important ranking factors
- > How to calculate the value of a Google ranking
- > Objectives of search engine optimisation and its potential of success

### Affiliate Marketing

- > How affiliate marketing works
- > Compensation models and calculating ROI
- > What to bear in mind when using affiliate marketing

### Online Advertising

- > Overview of online advertising options
- > Search engine advertising with Google Adwords (SEA)
- > Compensation methods (CPM, CPC, CPO, etc.)
- > Retargeting and behavioural pricing
- > Implementation, cost-benefit analysis and resource planning

### E-mail Marketing

- > E-mail marketing: Introduction and overview
- > The elements and options involved in a customised newsletter
- > Integrating E-mail marketing in the digital marketing mix

### Social Media

- > Why and how does social media work for companies?
- > The definition of relevant areas of application of social media
- > Structure and elements of a social media strategy: as-is analysis, objectives, target groups, selecting channels, content management, campaigns, community and crisis management, seeding and linkage in the marketing mix, implementation and application, performance reviews, monitoring success and legal foundations
- > Introduction to the most relevant social media channels: Facebook, Google Plus, Instagram, Pinterest, Twitter, YouTube, XING, LinkedIn, etc.
- > Social advertising
- > How hashtags work and how to use them

### Online Marketing Strategy

- > What objectives can be achieved with which channels?
- > Working together to develop an online marketing strategy
- > Measuring cross-channel success by tracking and monitoring performance across different channels

## Program dates (3 days)

| Sem-Nr  | Place           | Date                 |
|---------|-----------------|----------------------|
| E-48122 | Horn/St. Gallen | March 21 – 23, 2022  |
| E-48222 | St. Gallen      | August 29 – 31, 2022 |

Program fee\*: CHF 3300.– (plus 7.7% VAT for seminars in Switzerland)  
Further information and booking via internet: [www.sgmi.ch/ens19](http://www.sgmi.ch/ens19)  
\*Invoicing in EUR possible (depending on current currency rate)

## Information and Advice

We will gladly provide you with more information about our seminars, programs and diplomas. Call us if you would like an SGMI advisor to help you make the right personal-development choice among our many courses and programs.

Phone +41 (0)71 223 50 30  
Fax +41 (0)71 223 50 32

## Registration

Please fill out the attached registration card and send it back to:

SGMI Management Institute St. Gallen  
Bogenstrasse 7  
CH-9000 St. Gallen  
Fax +41 (0)71 223 50 32  
Internet [www.sgmi.ch](http://www.sgmi.ch)  
E-mail [seminare@sgmi.ch](mailto:seminare@sgmi.ch)

After we receive your registration, we will send you the following

- > The confirmation of your registration with an invoice.
- > Information on logistics, hotel and travel to the program venue.
- > A room reservation sheet for your hotel reservation.

If a seminar is fully booked or if acceptance in a diploma program is not possible, we will inform you immediately. SGMI reserves the right to make small adjustments to programs or changes of faculty.

## Seminar Fees

Seminar fees include the cost of the seminar and the seminar materials (plus 7.7% VAT for seminars in Switzerland). Not included are all hotel costs participants pay the hotel directly, including room and board. Multipart seminars can be booked only as a whole. Missed seminar days or seminar parts cannot be made up at a later date.

Seminar and diploma fees may be paid in EURO (EUR) or Swiss Franks (CHF) at the daily currency exchange rate.

## Change of Registration / Cancellation

Changes of registration from one seminar or diploma to another are possible only up to 6 weeks before the start of the seminar and only at the cost of a CHF 350 change of reservation fee. Cancellations are free up to 3 months before the start of a seminar. Registered participants who cancel their registration between 3 months and 6 weeks before the start of a seminar will incur a charge of 40% of the respective seminar or diploma fee. Registered participants who cancel their registration within 30 working days of the start of the seminar will be charged the full seminar fee.

We recommend that participants take out cancellation insurance to cover the above seminar cancellation costs in case of illness or other unforeseen circumstances.

The complete SGMI terms and conditions are available here at [www.sgmi.ch/tc](http://www.sgmi.ch/tc).

## Travel to the Hotel

Travel directions and information about the hotel are sent with the registration confirmation.

## Registration Card

We register for the following program:

|             |                      |                     |
|-------------|----------------------|---------------------|
| Number/Date | Last Name            | First Name          |
|             | Date of Birth        |                     |
|             | Company/Organization |                     |
|             | Street, Number       |                     |
|             | ZIP Code/City        |                     |
|             | Phone                | Fax                 |
|             | E-mail               | Number of Employees |
|             | Industry             | Function            |
|             | Date                 | Signature           |

We are looking forward to your registration. Please send your registration card by mail, fax, or e-mail.

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