

Online Marketing for Non-Techies Course Content

The Internet Revolution

Great, But I Don't Know What to Do or Where to Begin!

Step 1: We Admitted We Were Dummies

Step 2: Tough It Out (just for a little while)

Step 3: Hire an Expert

Create Your Online Marketing Plan

Branding

Name Your Business

Logo and Design

Your Mission Statement or Tag Line

Determine Your Target Market

Create a Customer Data Base

Creating Goals, Sub-Goals, Steps and Tasks

Sample Online Marketing Plan

The 10 Biggest Blunders People Make in Marketing

Website Development

Linking and Networking

10 tips for a Compelling Website

Integrating Social Media

The FREE Online Promotion That Makes You a Celebrity

7 Essential Rules for Building a Loyal Customer Base from Social Media Networking

Social Networking Do's & Don'ts

E-Books, Audiobooks and Videos

It Begins With a Fire in Your Belly

Your Knowledge Can Evolve Into a Book

Surprising Payoffs

Benefits of Writing an E-book

Information at the Speed of Thought

Why an E-book is the Best Way to Get More Hits to Your Website

E-book Resources

E-book Online Distribution Sites

Audiobook Online Distribution Sites

Audio CD's and MP3's

Video DVD's and DVD Clips

Search Engine Optimization (SEO)

Google It!

Key Word Phrases

7 Steps to Raise Your Google Ranking
6 Ways to Get Traffic to Your Website
Tools to Make Search Engines LOVE Your Website
Pay-Per-Click Programs
Flat-Rate PPC Programs
Bid-Based PPC Programs
Adwords
How to Target Your Ads

Online Directories

Subscriber Deal Programs, i.e., Yelp, Groupon, Amazon Local
Zero Cost Online Marketing Secrets

Link Building & Affiliates

How to Create Backlinks
How to Exchange Links with Other Websites
How to Create a Successful Affiliate Program

How to Create a Blog, E-zine Articles and/or E-Newsletters

Write About Your Expertise
Tell – Don't Sell
Checkups and Do-It-Yourself Guides
How to Create a Successful Blog Site
Developing Your Writing Style
Post Often and KISS
Encourage Reader Comments

Dramatic No-Cost Results from YouTube

It's Easy, FREE, and You Can Do It Yourself

E-Commerce: How to Make Money While You Sleep

5 Ways to Turn Your Website into a Sales Machine

10 Expert Tricks of Online Marketing