

## Managing Web sites for Profitability

### Description

This Advanced Management Series course teaches students how to make their internet marketing and customer service efforts to lower cost of service provision and sales, increase sales lead production, pre-sales conversions and actual sales depending upon the chosen business model . Students will learn how to shift their online efforts from merely information based, passive instruments to response base approaches. It will also equip the student to shift the online business models where needed to those which can support a more direct sales role.

The course will instruct how to use advanced interactive mediums such as bulk email , blogs, social media, search engines, forums, polls and data-driven websites to achieve desired marketing goals. The class includes an analysis of their existing interactive and online marketing efforts and a benchmarking of their site's potential performance versus major competitors.

### Prerequisites

None

### Class Format

Webinar (Requires connection to internet and separate phone handset for simultaneous use)

### Course Outline

#### ***Unit 1: Assessment of current web site lead/sales potential***

Topic A: Determining highest potential search terms (traffic versus commercial value)

Topic B: Analyzing current search engine rankings versus competition

Topic C: Determining current and potential traffic for web site (including competitive benchmarks)

Topic D: Other web site performance factors (size, update frequency, content quality, etc.)

#### ***Unit 2: Analyzing current business model for online potential***

Topic A: Documenting current "go to market" and customer service approaches

Topic B: Review of applicable alternative approaches which have successfully migrated to the internet

Topic C: Creation of migration scenarios for further testing/evaluation

#### ***Unit 3: ROI evaluation of various online approaches online sources***

Topic A: Establishing base cost/revenue ratios for interim and final sales and service profitability

Topic B: Creating payback projections based on various levels of investment for each approach

Topic C: Developing "Go/No Go" gating based on interim results prior to full program implementation

#### ***Unit 4: Tools/techniques for increasing responses from online service/marketing efforts***

Topic A: General process competencies, skills, and specific software required chosen functions

Topic B: Search engine optimization overview

Topic C: Pay per click management overview

Topic D: Bulk e-mail management overview

Topic E: Blog/forum management overview

Topic F: Social media management overview

#### ***Unit 5: Interactive program deployment and management***

Topic A: Budgeting, timetables and reporting systems (including online analytics approaches)

Topic B: Methods for controlling costs and managing to expected levels of results