



Internet Marketing Certificate Series

The **S.I.M.P.L.E.** Startup Series:

Online Marketing Series

Social – Impact – Market – Paid – Leverage – E-Commerce

Seminar 1 – **Social Media Marketing** – Basic introduction to SM Marketing

For those business owners who might not yet be using social media, this is the class for you! In this seminar, you will learn about Facebook, Twitter, LinkedIn, Pinterest, photos and videos as well as newer platforms you should use to market your business. You will see why this is a marketing strategy you do not want to overlook.

Seminar 2 – **Marketing Your Business with Facebook** – Using FB to grow your Business

In this seminar, participants will learn the basics of setting up a Facebook business page as well as information about promotions, advertisements, and making a huge impact for your business online.

Seminar 3 – **Making an Impact Online with Your Business** – SM plan

In this seminar, participants will learn how to use their online knowledge to grow their business and take it to the next level. We will discuss tips and tactics to use social media wisely and productively. The outcome of this class should be an online marketing plan of action for each participant.

Seminar 4 – **Using Paid Ads to Grow Your Business**

In this seminar, participants will learn about different options to advertise your business using online resources. These options are often easier and much less expensive than traditional advertising. We will discuss social media advertising through major platforms such as Facebook, Twitter, Pinterest, etc as well as Google Ad-words and other options.

Seminar 5 – **Leveraging Online Solutions** – **Developing Your Online Presence**

This seminar is about developing your online presence. If someone searches for your business, what do they see? Are they intrigued enough to buy from you or do they move on? This class is about making sure you have a good online presence and using internet tools to your advantage.

Seminar 6 – **E-Commerce** –

In this seminar, we explore the features of well-known e-commerce hosts such as the eBay Store and Amazon.com, as well as other options for creating your own online store. PayPal and other payment gateways will also be discussed. At the end of this session, you will be able to determine if you need to sell online and the differences between platforms to determine what is right for you. You will also be able to set up your own online store and develop a marketing plan for it.