INTRODUCTION

This guide focusses on Sessions 3 and 4 of "Communication I" - related to the role of digital communications in driving transactions.

The brand customer paradigm has shifted. With online publishing becoming cheaper and easier, users were able to build a web presence, publish sites, make comments, upload images at no cost. Customers influence their communities, circles of friends and peers' everyday purchasing decisions with their informal posts and contributions. In light of these growing behaviors brands face challenges of control and must find new ways to communicate and engage with customers.

Inbound marketing is this new way to communicate. This new marketing is about delivering relevant content when and where customers are likely to be in channels and on platforms in which they feel most comfortable. Interrupting with unwanted messages simply leads to customers ignoring brands and their push messages. In order to meet consumers on common ground and create more productive, long-term relationships brands must deliver content that is interesting at the right moment.

In two sessions we will explore this new consumer behavior and how brands can engage by writing content, honing in on relevant keywords and delivering meaningful messages to capture today's online user. Specifically we will look at the key pages on a web site, SEO and SEM.

AIMS

- Understand the difference between Traditional and Inbound Marketing
- How does Inbound Marketing contribute to moving the target through the decision funnel
- Identify the key content pages on a web site and learn how to best develop content: Home, Landing, About, Contact Us, and Product pages
- Distinguish between Search Engine Optimization (SEO) and Search Engine Marketing (SEM)

METHODOLOGY

The course is a workshop-oriented class, designed for active participation. It provides information and insights about inbound marketing, specifically key content pages, SEO and SEM. Case studies and readings are used to help students discover the industry's best practices. Theoretical explanations are also used to comprehend the current stakes and the future of online communication.

EVALUATION

40% Participation
60% Team presentation
BIBLIOGRAPHY

- Recommended resources:

- Want to get your feet soaked in SEO?:

- You're loving the content marketing?
  - http://contentmarketinginstitute.com/

- Your cup of tea is the NEW marketing called: inbound

- http://www.hubspot.com/