












-  Video ~ Presenting Your Message
-  Q & A ~ Marketing ~ Creating & Presenting the Marketing Message
-  Quiz ~ Creating & Presenting the Marketing Message

## Market Research

The role of market research in the marketing process.

-  Reading ~ Introduction to Market Research
-  Video ~ The Technique of Market Research
-  Video ~ What is Market Research?

### Target Audience & Buyer Personas

-  Reading ~ How to Create Detailed Buyer Personas ~ Q
-  Video ~ What is a Buyer Persona? ~ Q
-  Video ~ How To Create a Customer Persona ~ Q
-  Video ~ Segmentation & Personas ~ Q
-  Q & A ~ Marketing ~ Market Research
-  Quiz ~ Market Research






## Advertising

Introduction to advertising, it's role in business and in society as a whole.

-  Reading ~ Introduction to Advertising
-  Video ~ History of Advertising ~ Timeline
-  Video ~ Sell & Spin ~ A History of Advertising
-  Video ~ Psychology and Advertising
-  Video ~ Partnering with Celebrities to Boost Your Brand Engagement & Exposure
-  Q & A ~ Marketing ~ Advertising
-  Quiz ~ Advertising

## Public Relations

Managing the flow of information between an individual or an organization and the public.


-  Reading ~ Introduction to PR
-  Video ~ What is PR?
-  Video ~ What is PR?
-  Video ~ The Goal of PR
-  Video ~ Getting Free PR for Your Business


Note: the website referred to is [www.helpareporter.com](http://www.helpareporter.com)

-  Video ~ How to Choose the Right PR Firm
-  Video ~ How to Craft Your PR Message
-  Reading ~ How to Write a Press Release
-  Video ~ Why PR is Important for Your Business
-  Video ~ Building Relationships with Journalists
-  Video ~ Press Releases for Your Business
-  Video ~ Finding Free Publicity

 Video ~ How to Use Social Media in PR

See the Social Media Marketing section below for more on social media.

 Q & A ~ Marketing ~ Public Relations

 Quiz ~ Public Relations

## Trade Shows


Trade shows and events can be cost-effective marketing activities if managed properly.


 Reading ~ Introduction to Trade Show Marketing


 Video Playlist ~ Tradeshow

 Reading ~ Learn Trade Show Marketing

It's not necessary to read all the articles.

 Video ~ 3 Tips on How to Work a Trade Show


 Q & A ~ Marketing ~ Tradeshow & Events


 Quiz ~ Tradeshow


## Email Marketing

Marketing and promoting your services via email marketing.

 Reading ~ Introduction to Email Marketing

 Video ~ Email Marketing

 Video ~ 5 Steps to Start Email Marketing

 Video ~ 5 Ways to Grow Your Email List

 Video ~ Email Marketing & Newsletters: Subject Lines - Business Writing & Grammar


 Video ~ Email Marketing & Newsletters: Email Body

 Video ~ Professional & B2B Emails: Email Body

 Video ~ Professional & B2B Emails: Sending Tactics

 Video ~ Three Marketing Myths Debunked

 Reading ~ Email Statistics Report

 Reading ~ The Social Economy: Unlocking Value and Productivity Through Social Technologies, McKinsey Global Institute

This study by IDC and McKinsey reports that 28% of the average office employee workweek is spent reading and answering emails. It is not necessary to read the entire study.

 Reading ~ Fridge Caught Sending Spam Emails In Botnet Attack

 Reading ~ CAN-SPAM Act Controlling Unwanted Email & Text Messages

 Reading ~ Bulk Senders Guidelines from Google

 Video ~ Successful Email Marketing - How It's Done

 Q & A ~ Marketing ~ Email Marketing

 Quiz ~ Email Marketing

## Telemarketing


Telephone sales as a component of the marketing mix.

 Reading ~ Introduction to Telemarketing

 Video ~ Outbound Telesales

 Video ~ Best Practices For Telemarketing

 Reading ~ U.S. National Do Not Call Registry

 Q & A ~ Marketing ~ Telesales




## Search Engine Marketing

Google Adwords is a leader in the online advertising and in many ways has pioneered the pay-per-click model. An understanding of Google Adwords is useful for all involved with startup marketing today.

 Reading ~ SEO Book by Andreas Ramos & Stephanie Cota



 Video & Reading ~ What is Search Engine Optimization (SEO)? ~ Q



 Video & Reading ~ How Do Search Engines Rank Pages? ~ Q



 Video & Reading ~ Keyword Strategy ~ Q



 Video & Reading ~ Keyword Research ~ Q




 Video & Reading ~ Keyword Optimization ~ Q



 Video & Reading ~ On-Page Content Optimization ~ Q



 Video & Reading ~ The Value of Links ~ Q



 Video & Reading ~ Hyperlinks ~ Q




 Video & Reading ~ How Search Engines Value Links ~ Q




 Video & Reading ~ Finding Good Link Prospects ~ Q



 Video & Reading ~ Earning Links ~ Q



 Video ~ What is Google AdWords?



 Video ~ How Search Works



 Video ~ How does Google search work?



 Video ~ Creating your first Adwords Campaign



 Video ~ Getting Started with Google Adwords



 Video ~ Google Adwords Bidding Strategy




 Reading ~ How to Create a Google Adwords Account



 Video ~ Google Adwords for Video




 Video ~ 5 common mistakes in SEO (and 6 good ideas!)



 Video ~ SEO for startups in under 10 minutes



 Q & A ~ Marketing ~ Search Engine Marketing



 Quiz ~ Search Engine Marketing



### Optional Supplementary Materials

 Video Playlist ~ Google Adwords



## Online Video Marketing

Going viral, marketing via digital videos on YouTube and similar platforms.

 Reading ~ Online Video Marketing



 Reading ~ About Advertising on YouTube



 Video ~ Tips for Great Content Creation on Youtube



 Video ~ Marketing on Vimeo




 Video Playlist ~ Marketing via YouTube Videos



 Video ~ Who Is The Ideal Viewer Of Your Video Marketing?




 Video ~ Hangouts On Air ~ On Air Broadcasts




 Video Playlist ~ How To Make Your Videos Go Viral



 Video ~ Value of the Internet & Online Videos in Modern Advertising



 Q & A ~ Marketing ~ Online Video Marketing











## The Company Website

-  Video ~ Choosing the Right Domain Name for Your Business
-  Video ~ What is the Goal of Your Website?
-  Video ~ Getting Your Website Built
-  Video ~ Websites, Email & Social Media: Corporate Identity
-  Video ~ Three Tips for Getting Your Website Ranked by Google
-  Video ~ Keys to Making Your Website User Friendly
-  Video ~ How can small sites become popular?

### Content Marketing

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience – and, ultimately, to drive profitable customer action.

-  Reading ~ What is Content Marketing? ~ Q
-  Video & Reading ~ Content Marketing ~ Q
-  Video & Reading ~ What Content Attracts Viewers? ~ Q
-  Video & Reading ~ Promoting your Content ~ Q
-  Video & Reading ~ Which Content to Create ~ Q
-  Video ~ Two Most Vital Types of Content In Order to Optimize Your Website
-  Video ~ 3 Ways to Use Content Marketing for Your Website
-  Video ~ Content Marketing Explained

### Inbound Marketing

Inbound marketing refers to marketing activities that bring visitors in, rather than marketers having to go out to get prospects' attention. Inbound marketing earns the attention of customers, makes the company easy to be found, and draws customers to the website by producing interesting content.

-  Video & Reading ~ Inbound Marketing ~ Q
-  Video & Reading ~ The Marketing Funnel ~ Q
-  Video & Reading ~ Evaluating Inbound Channels ~ Q
-  Q & A ~ Marketing ~ The Company Website
-  Quiz ~ The Company Website

## Marketing Analytics

The new wave of marketing is Internet-centric, including search engine advertising, social media marketing, search engine optimization, email and digital video marketing provide for advanced analytics and information for the marketer.

-  Reading ~ Understanding Marketing Analytics
-  Video Playlist ~ Google Analytics
-  Video ~ What Is Analytics?
-  Video ~ Different Types of Web Analytics
-  Video & Reading ~ Metrics for Creating Successful Content ~ Q
-  Video ~ Why Use Google Analytics?
-  Q & A ~ Marketing ~ Marketing Analytics
-  Quiz ~ Marketing Analytics





## Marketing

How customer relationship management systems are used today to create and manage marketing campaigns.

-  Reading ~ Introduction to Customer Relationship Management (CRM)
-  Video ~ Marketing Automation with SugarCRM
-  Video ~ What is Salesforce.com?
-  Q & A ~ Marketing ~ CRM
-  Quiz ~ CRM ~ Customer Relationship Management Systems for use in Marketing

## Distribution Channels

Reaching the market via channels of distribution is an essential component of the marketing mix. See the course on Routes to Market for materials on marketing channels.

-  Video ~ Distribution Channels
-  Slideshow Handout ~ Distribution Channels
-  Q & A ~ Marketing ~ Distribution Channels
-  Quiz ~ Distribution Channels



## Social Media Marketing

How Facebook and similar services can be leveraged for marketing.

-  Book ~ Download #TwitterBook, by Andreas Ramos
-  Video Playlist ~ Social Media...You Haven't Seen Anything Yet
-  Reading ~ Social Networking Statistics Report
-  Reading ~ How to Promote your Business on Facebook
-  Video & Reading ~ Sharing on Social Networks ~ Q
-  Video & Reading ~ Which Social Channels are Best for You? ~ Q
-  Video & Reading ~ Measuring & Testing Social Media Efforts ~ Q
-  Video & Reading ~ Which Content Gets Best Response on Social Media? ~ Q
-  Video & Reading ~ Facebook Marketing ~ Q
-  Video & Reading ~ Twitter Marketing ~ Q
-  Video & Reading ~ Google+ Marketing ~ Q
-  Video ~ Advertising on LinkedIn
-  Video ~ How to Become a Social Media Influencer
-  Q & A ~ Marketing ~ Social Media Marketing
-  Quiz ~ Social Media Marketing

## Marketing for Startup Ventures

This lecture provides an introduction to marketing and practical techniques used by entrepreneurs in the Internet age to generate momentum on a startup budget.

-  Video ~ Startup Marketing
-  Slideshow Handout ~ Startup Marketing
-  Download Zero-to-IPO Book PDF

**Read Pages 87-90 Zero-to-IPO** (eBook can be downloaded from link above)

**Read Pages 101-103 Zero-to-IPO** (eBook can be downloaded from link above)

**Read Pages 118-138 Zero-to-IPO** (eBook can be downloaded from link above)

**Read Pages 148-155 Zero-to-IPO** (eBook can be downloaded from link above)

Read Pages 148-159 Zero-to-IPO (eBook can be downloaded from link above)  
Read Pages 165-168 Zero-to-IPO (eBook can be downloaded from link above)

-  Video ~ Startup Marketing Bootcamp
-  Video & Reading ~ Inbound Campaigns on a Small Budget ~ Q
-  Video ~ PR for Startups
-  Q & A ~ Marketing ~ Marketing for Startup Ventures
-  Quiz ~ Marketing for Startup Ventures

## International Marketing

-  Reading ~ International Marketing
-  Video ~ Q&A with Jon Rortveit, International Marketing Expert
-  Video ~ How to Open an Office in a Foreign Country
-  Video ~ How to Communicate with Overseas Staff
-  Q & A ~ Marketing ~ International Marketing
-  Quiz ~ International Marketing

## Certificate of Completion

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