



A seminar series presented by



NEW ENGLAND
COLLEGE of BUSINESS

DIGITAL MARKETING

*Professional development training programs
that enhance your company's digital marketing capabilities.*

New England College of Business has been educating business professionals for more than 100 years. Today, the College addresses your need for a highly skilled workforce with training that's relevant, timely and affordable.

DIGITAL MARKETING

How can a business reach and engage audiences online? This four-hour seminar is designed to introduce participants to the most dynamic, creative and successful strategies in digital marketing. It introduces digital marketing tools and examines case studies of creative strategies used by business to reach and engage online audiences.

SEARCH ENGINE OPTIMIZATION

This four-hour seminar explores how search engine optimization (SEO) is employed in digital marketing to drive people to your content. The instructor will demonstrate ways to devise and analyze key search strategies and integrate them into an overall marketing plan. Web writing and content development will be discussed as vital ingredients in your SEO strategy.

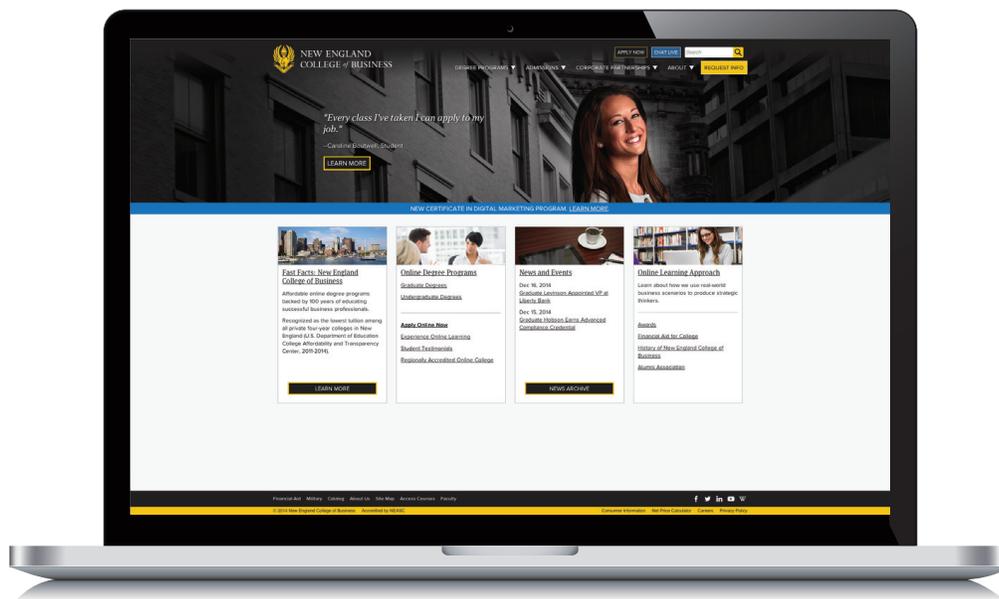
MOBILE MARKETING

Advertising through mobile platforms is the differentiator for business in 2015. Participants will discuss key strategic planning issues, B2B and B2C marketing, mobile site design, mobile apps and widgets, and applying mobile as a tool to meet business objectives. The seminar will examine trends in mobile social media as well as usage trends of various platforms and handsets.

DATA ANALYSIS, METRICS AND MEASUREMENT OF DIGITAL MARKETING

In this four-hour seminar, participants will examine techniques used to measure the impact and effectiveness of digital marketing and advertising practices and strategies. Learning will be centered on the metrics commonly used in the analysis of marketing approaches and various measurements such as ROI, cost-benefit analyses, media reach and response rates, and consumer satisfaction.

Customized training programs also available.



ABOUT NEW ENGLAND COLLEGE OF BUSINESS

- Over 100 years of educating business professionals
- 100% online associate's, bachelor's and master's degrees designed for busy working professionals
- Lowest tuition among four-year private colleges in New England (U.S. Department of Education College Affordability and Transparency Center, 2011-2014)
- Recipient of the 2014 Gold Award for Best Practices in Online Learning from the U.S. Distance Learning Association
- Recipient of the 2014 Award for Creative Use of Technology from the Association for Continuing Higher Education
- Accredited by the New England Association of Schools and Colleges

For more information about the Digital Marketing seminar series or to discuss a custom seminar for your employees, contact us at 617.603.6931 or seminars@necb.edu.



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