

# Training services

Dick Stroud is a marketing consultant and a specialist in the use of interactive media.  
He can be contacted at [dick@internet-strategies.co.uk](mailto:dick@internet-strategies.co.uk)

Our training services cover all aspects of Internet marketing from creating the strategic and operational plans through to the details of using e-mail and search engines.

---

**Dick Stroud is an experienced trainer.** He devised and implemented the CIM's (*Chartered Institute of Marketing*) Internet Marketing training programme and during the next 4 years over 5,000 students attended his classes. He is also a member of the teaching faculty at the London Business School, where he lectures on e-business and IT management.

His training courses result from his experience as a marketing consultant – they are based on the real world, not academic theory. A selection of his articles can be downloaded from [www.internet-strategies.co.uk](http://www.internet-strategies.co.uk)

This document provides details of his training services.

## How customers use our training services?

We delivery our training in four ways.

**Core modules.** We have four modules of training that provide the full range of skills that are required by the marketer.

***Customised training.*** We work with our clients to define the exact training they need and then structure the courses accordingly.

***Coaching/Training.*** This format focuses our training around solving specific client problems. We start by teaching the necessary skills and then work alongside our clients as they apply the learning inside their organisation.

***Executive briefing.*** These are short sessions, normally less than 2 hours that informs the client's management team about the latest research and developments in a selected area of Internet related business.

## How and where is the training delivered?

The training sessions are either half or one day in duration. Normally our clients select the location for the training. This can be at the company's offices or in a hotel/ conference facility. We will organise the facilities if that is required.

It may be necessary to use a training location equipped with PCs for accessing the Internet. We work with several organisations that provide these services.

## Who provides the training?

All of our trainers are Course Directors with The Chartered Institute of Marketing and recognised as experts in their field of Internet Marketing

## What does the training cover?

The following pages give more details about our core training modules. In addition we provide training in the specific skills of Internet Marketing. These include:

- ⊕ Copy writing for the web
- ⊕ E-mail and viral marketing
- ⊕ Search Engine optimisation

## A Practical Introduction to Marketing Using the Web

*Marketing using the web demands a totally new approach and set of skills. Defining, creating and managing a web site is now a core skill-set that marketers are expected to possess.*

### WHO WILL BENEFIT AND WHAT WILL THEY GAIN

This seminar is for people who with some experience of using the web. Delegates are likely to be working in organisations with web sites or who are planning their use.

The session will help marketers to understand the techniques of planning, acquiring and managing web sites. In addition, the delegates will be introduced to the main elements of web site creation and the tools that are available to assist in the development process.

This course is not for experienced web developers but for marketers needing knowledge of the subject.

### WHAT WILL THE SEMINAR COVER

**Planning a web site:** What issues to consider when planning the construction and modification of a web site.

**Building the web site:** What are the different options for setting up a web site – what is right for your organisation

**Tools that help in creating web sites:** How are products, like Microsoft's FrontPage, used to create and modify web sites.

**Techniques to improve the success of a web site:** What techniques will improve the likelihood that the web site will achieve its marketing objectives?

**Integration with other marketing activities:** How to ensure the investment in the web site is leveraged by other elements of the marketing mix.

**Managing the web site:** What are the different models that can be used for managing a web site and how should this process integrate with other parts of the organisation.

**ON COMPLETION DELEGATES SHOULD BE ABLE TO:**

- ⊕ Construct a web site marketing plan
- ⊕ Understand the options for having the site created
- ⊕ Understand the tasks to be conducted before the web site's creation
- ⊕ Ensure the basic rules of web site construction have been followed
- ⊕ Understand how the web site can support other parts of the Marketing mix

## Maximimising customer-value by using the web

The web provides many ways to increase the long-term profitability of existing customers. The cost of post sale support can be reduced, customer loyalty increased as can the “lifetime value” of the sales they generate.

It is an essential skill for the marketer to understand the multiple ways the web can be used to improve the profitability of their customers. It is equally important they understand the new demands that this use of web makes on their company.

### WHO WILL BENEFIT

This seminar is targeted at delegates who have experience of using the Internet and are aware of the different ways in which it can be applied to the marketing process.

Delegates are likely to be working in organisations that have web sites or who are in the process of planning their use.

It will be particularly beneficial to delegates who want a detailed understanding of the benefits and implications of using the web to increase the profitability of existing customers.

### WHAT WILL THE SEMINAR COVER

The seminar will address the following questions:

**The models for improving customer value.** What are the different ways the web can increase the profitability of customers?

**Differing customer requirements.** How the web can be used to match the changing needs of customers. What are the web technologies that help improve the levels of customer service?

**Concept of “lifetime value”.** Why the web demands a radical appraisal of how customers are segmented and targeted.

**Integrating with other customer contact systems.** What are the technical and organisational issues involved in integrating the web with existing customer contact systems?

**Collecting and managing customer data** The new legislative and regulatory demands involved in managing customer data collected from the web.

**ON COMPLETION DELEGATES SHOULD BE ABLE TO**

- ⊕ Understand the techniques for improving customer profitability
- ⊕ Evaluate their organisation's use of the web to improve customer relationships compared with others.
- ⊕ Understand the concept of customer "life time value" and its marketing implications
- ⊕ Define the regulatory demands of managing customer data.
- ⊕ Understand how the Internet will change managing customer relationships in the future

## Strategic Internet Marketing

The Internet is an accepted communications and transaction channel between organisations and their customers and prospects. A few industry leaders have used the technology to redefine their business. Most companies are still trying to understand the extent of its influence. It has the potential to alter radically and extend the ways we do business. It threatens the very existence of some industries while creating huge opportunities for new types of venture. This seminar provides the delegate with the planning framework and knowledge to help them be in control rather than victims of these unfolding developments.

### WHO WILL BENEFIT AND WHAT WILL THEY GAIN

This seminar is targeted at delegates with experience of using the Internet and an awareness of how it is being used to improve the marketing process. Delegates are likely to be working in organisations that have web sites or who are in the process of planning their use.

This seminar **is not** aimed at improving the tactical factors of using a web site. This topic is covered in the seminar “Marketing using the web”. **It is** intended to help organisations make the most effective use of the web throughout all aspects of their sales and marketing activities.

### WHAT WILL THE SEMINAR COVER

The seminar will address the following questions:

**The new business environment.** What is the new ‘rule book’ we must understand to plan and exploit the Internet in this post dot.com era?

**Differences between industries and business types:** What are the characteristics of industries and business types that determine how they will be affected by the growth of the Internet?

**The planning methodology:** How to improve the planning process. Ways to ensure the vision of using the Internet is successfully implemented?

**The impact on organisational structures:** How organisations and business processes must change to exploit the new business models?

**Future scenarios:** What are the most important technologies that will change the way we use the Internet.

#### **ON COMPLETION DELEGATES SHOULD BE ABLE TO**

- ⊕ Compare how their organisation plans and uses the Internet with other companies and industries.
- ⊕ Understand how their own industry is likely to be effected by Internet enabled business
- ⊕ Recognise the new business models that need to be evaluated by their organisation
- ⊕ Understand why and how organisational structures need to change if the benefits of the Internet are to be fully exploited.
- ⊕ Be aware of the likely pitfalls to be avoided
- ⊕ Understand how the Internet will evolve and the implications on them personally and their organisation.

## Internet Marketing Investment Audit

There is a danger that as the memories of the dot com disaster continues and the enthusiasm for “all things E” fades, companies will fail to embrace the very tangible business advantages that the Internet can deliver. The past few years have marked the adolescent period of Internet evolution – the real age of the technology is just beginning.

The new era of Internet marketing requires a far more thorough and disciplined approach to investment decisions. This workshop explores the planning tools and processes marketers must employ if they are to establish the Internet as a core part of the organisation’s operations.

### WHO WILL BENEFIT AND WHAT WILL THEY GAIN

Delegates are likely to be responsible for their organisation’s web investments. This course will be of particular value to delegates with basic brochureware sites who are considering how (and if) further investments should be made to move to the next stage of sophistication.

### WHAT WILL THE SEMINAR COVER

- Auditing specific industry sector’s use of the Internet
- Evaluating the scale of impact the Internet will have upon the delegate’s industry.
- Ensuring the full scope of Internet enabled applications has been considered.
- Benchmarking a site against industry and usability leaders
- Modelling the hierarchy of value the web investment delivers
- Presenting the tangible and intangible value of web investment to senior management
- Integrating the Internet into the business and marketing planning process

### ON COMPLETION DELEGATES SHOULD BE ABLE TO

- ⊕ Benchmark their company’s use of the web with direct and indirect competitors
- ⊕ Formally map their current and future uses of the Internet
- ⊕ Create investment plans for Internet based projects

- ⊕ Integrate their Internet activities with other parts of the business and market planning process
- ⊕ Optimise the way they present their Internet marketing plans to decision makers within their company