

The Britefire logo consists of the word "britefire's" in a white, lowercase, sans-serif font, set against a black rectangular background.

# E-Marketing Professional CERTIFICATE

Dubai: Jan 9 – 17, 2010

## Become a cutting edge e-marketer now!

When last did you go on a course that 'inspired' you, 'blew you away', 'made a difference' to you and 'changed the way you think'? The Britefire **E-Marketing Professional™ (EMP)** certificate programme is consistently described by participants with these words!

Our promise is that at the end of this programme, you will

- be inspired,
- have learned more than you could imagine was possible,
- have developed new ways of looking at your business,
- be confident and empowered through your new expertise,
- be able to radically improve the performance of your marketing.

*"The information and perspectives presented are in my experience, simply not available elsewhere. The course was engaging, brilliantly insightful and clear"*

## E-Marketing Professional Certificate

If you have earned Britefire's EMP certificate, you know you are ahead of the pack, your employers know it, and so do your clients.

People who hold a Britefire EMP Certificate have the most up-to-date insights and skills in the field, and are competent to lead e-marketing initiatives, engage with e-marketing projects, or develop an e-marketing strategy at a level that is at the best of the best. Having EMP after your name will differentiate you as a total E-Marketing Professional – inspired, forward-looking, and fully equipped with the very latest know-how, insights and skills.

A Britefire certified E-Marketing Professional has been:

- rigorously **trained** in a deep and demanding curriculum
- thoroughly **tested** on that curriculum, and found competent
- assessed in his/her ability to leverage and **apply the learning in real-world** applications

The **E-Marketing Professional (EMP)** certificate training builds competencies in five core areas of online marketing:

- Doing Business Digitally: Competitive Strategy in the New Marketing Landscape
- Designing Websites for Business Success
- Search Engine Marketing
- E-mail Marketing
- New Buzz Marketing Tactics: Succeeding with Google, YouTube, Facebook, Mobile, Twitter and Social Media

The **E-Marketing Professional Gold (EMP Gold)** certificate really sets you apart. The training includes the above five modules plus a customised project management course

- Web Project Management.

This course is vital to anyone who is involved in projects. It guides you through the processes and methodology that help you put together a professional web project, and develops leadership skills that ensure things are done right, on time and within budget.

## Godfrey Parkin

Godfrey runs Britefire, an international digital strategy firm, based in Cape Town, with a focus on marketing innovation, performance improvement and global branding. He has taught strategy, innovation, analytical marketing and e-marketing to marketing consultants, brand and marketing executives, business entrepreneurs and ad agency personnel in more than three dozen countries over the last sixteen years.

He is an internationally acknowledged thought-leader and strategist known for his original and innovative thinking. His irrepressible speaking style, razor-sharp mind and dry humour have made him a popular and respected speaker around the world.

Following on the success of his book, *Doing Business Digitally*, a second book, *Digital Marketing: Strategies for Online Success*, was published in Europe and the US in 2009.

Godfrey is on the faculty of the University of Stellenbosch Business School Executive Development where he leads the Programme in Online Marketing Strategy. He is an active participant in the **International Society for Performance Improvement**, and has for many years moderated several online social networks, including the E-learning Forum of the **American Society for Training and Development**. He is a member of the judging panel for the annual Brandon Hall **Learning Excellence Awards**, and has contributed to the design of several industry certification programmes.

He ran the world-wide management services division of market research giant, A.C. Nielsen, and went on to found a series of pioneering web-centric marketing businesses in Zurich, London and Washington DC. His international client list has included Global 500 companies (e.g. Unilever, Nomura Bank, American Airlines, Motorola, DreamWorks, American Express, Honda, Nestlé, Cisco Systems), academic institutions (e.g. Georgia Institute of Technology) and government agencies (e.g. Library of Congress), as well as many smaller organizations and start-ups.

He is kept busy by a host of global strategy consulting and online projects, by his packed schedule of training courses and speaking engagements, and by his own ongoing research into the world of the online consumer.

## Course Structure and Fees

The fees and course structure are shown below.

### E-Marketing Professional Certificate:

**\$5,950.00**

The curriculum consists of five 1-day modules

<b>Doing Business Digitally: Competitive Strategy in the New Marketing Landscape</b>	<b>1 day</b>	<b>Jan 9</b>
<b>New Buzz Marketing Tactics: Succeeding with Google, YouTube, Facebook, Mobile, Twitter and Social Media</b>	<b>1 day</b>	<b>Jan 10</b>
<b>E-mail Marketing</b>	<b>1 day</b>	<b>Jan 11</b>
<b>Search Engine Marketing</b>	<b>1 day</b>	<b>Jan 12</b>
<b>Designing Websites for Business Success</b>	<b>1 day</b>	<b>Jan 13</b>

### E-Marketing Professional Gold Certificate:

**\$8,850.00**

The Gold curriculum includes the full five-day programme for the E-Marketing Professional Certificate (above), PLUS the 2-day specialist course:

<b>Web Project Management</b>	<b>2 days</b>	<b>Jan 16 - 17</b>
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The fees cover the training programme, examination and assessment fees. They also cover the course materials which include a separate workbook for each course.

You can **take the courses individually** as single one-day courses. The rates are

Any one-day course	\$1,950.00
Web Project Management	\$3,850.00

NOTE: Terms & Conditions apply (see terms & conditions on our website)

### Pay by DECEMBER 31 and get our EARLY BIRD OFFER!

<b>E-Marketing Professional Certificate</b>	<b>\$5,652.50</b>
<b>E-Marketing Professional Gold Certificate</b>	<b>\$8,407.50</b>

<b>Single courses</b>	
<b>1-day courses</b>	<b>\$1,755.00</b>
<b>Web Project Management</b>	<b>\$3,465.00</b>

## Venue

The training will be run at:

Renaissance® Dubai Hotel  
Salah Al Din Road,  
Deira Dubai,  
United Arab Emirates

Phone: 971 4 2625555  
<https://www.marriott.com/hotels/travel/dxbr-renaissance-dubai-hotel/>

## Who should get it

The E-Marketing Professional Certificate is a qualification that any serious marketer should attain. It is relevant for anyone with a marketing career who feels a need to upgrade their e-marketing knowledge and skills, and also upgrade their own professional value in the eyes of employers or clients. For companies who provide e-marketing services to clients, having certified employees demonstrates a professional level of e-marketing competency that differentiates them from their competitors.

This certification process is a must for anyone who makes tactical or strategic e-marketing decisions, or has to interact with those who do, including:

- marketing strategists
- entrepreneurs and business developers
- marketing executives, product and brand managers, marketing analysts
- advertising and marketing services agency executives
- website developers and information architects
- media executives

## New Dimensions of Expertise

The global adoption of the web has happened faster than the adoption of any other technology in history. In just seventeen years, the web has become ubiquitous in the lives of consumers around the world.

In the wake of the web, major disruptive changes keep taking place in consumer expectations and behaviours, media, sales channels, branding, corporate competencies and services. To survive in this new environment, you must radically shift your thinking and strategies. You must develop a new professionalism that harnesses the tools, activities and disciplines that leverage technologies and the "connectedness" of communities of consumers. These skills allow you to deepen customer relationships, build brands or grow business – online and offline.

Whether your customers are businesses or consumers, it is vital that you master e-marketing.

Britefire's EMP Certificate training is a unique and cutting edge programme designed to get you up the learning curve quickly.

## Register Now!

You can register in many different ways:

- Register online at our website [www.britefire.com](http://www.britefire.com), or
- Download a registration form from [www.britefire.com](http://www.britefire.com), and email it to us at [registration@britefire.com](mailto:registration@britefire.com), or
- Call us on +27 (0)21 790 0303, and we'll take it from there!

## Doing Business Digitally: Competitive Strategy in the New Marketing Landscape

This module gives you the skills and insights to build a powerful online strategy. For any business the internet presents unlimited opportunities to improve services, find communication synergies and efficiencies, conquer new markets, develop brands, build loyalty, excel at customer service, and grow profits and market share. You need an effective competitive strategy to make it happen.

- Global trends in consumer behaviour
- The online customer and their power to change you
- Cutting through the techno-hype
- The 10 key elements of an e-marketing strategy
- Competitive digital strategy, planning, and implementation
- The 10 stages of digital business evolution
- Building a competitive e-marketing strategy
- The 10 golden rules for online success
- Setting strategic emarketing priorities
- Where your best web traffic should come from
- Internet marketing vs. traditional marketing
- Budgets, metrics and performance

## E-mail Marketing

E-mail marketing done well gives you the best ROI of any online strategy. But it is fraught with technical, creative and logistical complications, and undermined by spam. It is essential for anyone with an online marketing responsibility to develop the knowledge and skills of a professional e-mail marketer. This module will do that for you.

- Best practices, spam, ethics, and the law
- Crafting e-mail marketing strategies and objectives
- 8 steps to building a mailing list
- Targeting, segmenting, and personalisation
- Creative strategies for e-mail marketing
- Viralising a campaign
- Creating compelling subject lines
- Tools for creating and managing e-mail campaigns
- 3 major obstacles to success, and how to overcome them
- 10 guidelines for successful layout, text and images
- Planning for conversion
- Metrics and improving e-mail campaign results

## Search Engine Marketing

This module provides an up-to-date and thorough insight into search engine optimisation (SEO) and contextual search advertising. But it goes way beyond these tactics. SEM is the set of strategies and techniques that increase your visibility on search engine results pages, increase the click-through rates to your site, and maximise your conversion of visitors to customers. This module will give you the skills to do that.

- Search engines demystified
- 10 keys to search engine optimise (SEO) a site
- Developing a search marketing strategy
- Keyword research - the foundation of all online success
- Common obstacles to search rankings
- Linking strategies
- How to create and manage a powerful pay-per-click campaign
- Bidding strategies and search advertising
- Designing landing pages that convert
- Using metrics to a competitive advantage
- A/B split testing
- How to select and manage a SEM/SEO partner

## Designing Websites for Business Success

While programmers and designers play a vital role in site design, they need to work within a framework that has been carefully crafted by a person or team that has a business perspective, typically a marketing executive or business manager. This module empowers marketing people to play a leadership role in getting a site designed right. It teaches a structured approach to website development, clarifies technical terms and concepts, and provides powerful methodologies and guidelines for making sure that the site you build delivers on business objectives.

- The 13 requirements for a commercially effective site
- Designing and testing usability
- Defining personas and scenarios
- Key rules of information architecture
- Developing functional requirements
- Defining content strategy and writing for the web
- Converting visitors into customers
- Choosing and managing a web site developer
- The 7 step methodology for professional site development
- Software tools for management/collaboration
- Testing
- Strategic metrics for measuring effectiveness and continuous improvement

*~~1 new, thorough overview of what is an extremely complex concept, changing the business models of a business.~~*

*New ideas - a lot of new insight - interesting - eye opening.*

*This is the medium of the future and people need to get skilled to maintain or reach new markets in order to succeed. Sooo much opportunity!*

*Life and business model changing experience. Thank you Godfrey - this has been an awesome experience....I am inspired.*

*MIND BLOWING - anything and everything is possible.*

*Well structured - Concise - Objectives met - thoroughly presented - phenomenal industry knowledge - handy tips*

*Traditional marketers can benefit from the e-marketing strategy. It will enhance their overall marketing plan and teach them to view customers as people and not just numbers.*

*One of the most informative and interesting courses I've been on.*

## New Buzz Marketing Tactics: Succeeding with Google, YouTube, Facebook, Mobile, Twitter and Social Media

This intensive module examines how best to use the engagement power of social marketing phenomena, and how these can be integrated with traditional online communication approaches. It examines online markets, clarifies the issues, and shows you how to jumpstart your use of the web as a vehicle for building profitable relationships with the online consumer.

- Conversation marketing: the web as a communications medium
- Advertising and PR in a social media world
- Best web 2.0 tactics for branding and response
- Key rules for engaging the new consumer
- Using blogs, RSS, podcasting in PR and marketing
- How to leverage social media for great search engine rankings
- Creative ways to use online video as a marketing channel
- Key evolution trends in mobile marketing
- Integrating mobile with offline/online campaigns
- Marketing with Facebook, MySpace and other social networks
- How to exploit Facebook branded pages, groups, and widgets
- Using the Social Marketing Lens to magnify and focus your online presence

## Web Project Management

This 2-day course teaches the professional principles and disciplines of Project Management applied to state-of-the-art methodologies for web development methodology. Marrying these two results in a professional approach to web projects. The course looks at the whole life cycle of a project from the critically important beginnings, requirements definition, definition and management of scope through the execution, testing and final close-out. The course also looks at the leadership and communication skills necessary to manage the complexities of web projects and the diverse disciplines involved.

- Defining Projects and Project Management - a disciplined and professional approach for achieving a targeted objective.
- Understanding the nature of Web projects, why they are different and what their specific challenges and opportunities are.
- Analysing why projects fail in order to understand what we need to do to ensure success.
- Review of project management standards, PMBOK, PRINCE and AGILE.
- The 7 step web development methodology.
- The organisational context for project management and web development.
- Starting off right - selecting the right projects, initiating projects, defining scope and the requirements management framework.
- Planning, estimating and scheduling projects.
- Managing the execution of a project.
- Assuring the quality of a product throughout the project life cycle.
- Project Closeout
- Leadership vs Management
- Communication

## How to Register

You can register in a number of different ways:

- Register online at our website [www.britefire.com](http://www.britefire.com), or
- Download a registration form from [www.britefire.com](http://www.britefire.com), and email it to us at [registration@britefire.com](mailto:registration@britefire.com), or
- You can simply call us on +27 (0)21 790 0303, and we'll take it from there.

*"There is no other training and certificate programme in the world that offers such a comprehensive, up-to-date and insightful learning experience."*

## About Britefire

Britefire is dedicated to business strategy, marketing innovation and performance improvement.

Through consulting, training, and project management, we help organisations better exploit the opportunities of 21<sup>st</sup> century commerce

### Contact Us

Visit our website at [www.britefire.com](http://www.britefire.com)

Email us at [info@britefire.com](mailto:info@britefire.com)

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