

Virtual Training

for Multipliers in the EURIBOR project

Training on E-commerce, including Social Media, SEO, and Content Marketing

Method: Platform Zoom

Language: German with translation (simultaneous)

Date	Time	Content	Trainer
Monday, 28.11.2022	9.00 to 16.00 (CET)	<p>E-commerce</p> <ul style="list-style-type: none"> • Definition E-commerce • Fields and forms of E-commerce • Technical tools of E-commerce • Payment methods • Example: setting up an online shop, step by step • Marketing for E-commerce (specified in the following topics) <p>Social Media</p> <ul style="list-style-type: none"> • Overview of online marketing methods and channels • Conceptual approach to online marketing • Functions of social media in online marketing • Presentation of the individual social media channels and their target groups 	Mr Dr. Lars Göhler Mr Theo Klems

		<ul style="list-style-type: none"> • Establishing a social media presence, formats in the social media • Methods of gaining followers • Using social media for e-commerce 	
Tuesday, 29.11.2022	9.00 to 16.00 (CET)	<p>Social Media continued</p> <ul style="list-style-type: none"> • Stylistics of social media posts and content • Interaction of social media with other channels • Influencers in the social media; methods of influencer marketing. • Exercise: How to achieve opinion leadership in social media <p>SEO (Search Engine Optimization)</p> <ul style="list-style-type: none"> • Search Engine Optimization Overview • How do search engines work? • OnPage and OffPage optimization • Technical and content elements of search engine optimization • Search engine optimization for multilingual websites • Two main ways: ranking improvement and snip-pet optimization • Semantic technologies and search engine optimization • Exercise: study of search engine optimization examples 	Mr Dr. Lars Göhler Mr Theo Klems
Wednesday 30.11.2022	9.00 to 16.00 (CET)	<p>SEO continued</p> <ul style="list-style-type: none"> • Keywording and search engine optimization • Interaction of search engine optimization (SEO), search engine marketing (SEA) and website optimization • SEO for a local business • Search engine optimization and e-commerce • Reporting in search engine optimization (webmaster tools, Search Console, web statistics) 	Mr Dr. Lars Göhler Mr Theo Klems

		<ul style="list-style-type: none"> • Exercise: Finding and addressing the right keywords • Exercise: Investigating successful SEO strategies • Exercise: Investigating the influence of search engine optimization on the image/popularity of an institution or company. 	
Thursday 01.12.2022	9.00 to 16.00 (CET)	<p>Content Marketing</p> <ul style="list-style-type: none"> • Introduction into Content Marketing • Preliminary considerations on content strategy and content marketing • Basic types of content marketing • Using different content genres for content marketing • Exercise: formulating messages appropriate to the genre • Examples: Content marketing in different content management systems • Content marketing in e-commerce • Exercise: Discussion of examples in e-commerce content marketing 	Mr Dr. Lars Göhler Mr Theo Klems
Friday 02.12.2022	9.00 to 16.00 (CET)	<p>Content Marketing</p> <ul style="list-style-type: none"> • Exercise: Designing an overall strategy for social media, search engine optimization and content marketing. • Discussion of the individual strategies • Exercise: Ideas for content corresponding to the individual content genres • Evaluation of the exercise and discussion of its strategic importance • Outlook/exercise: In which steps can online marketing be introduced for a specific topic, project, company or institution and 	Mr Dr. Lars Göhler Mr Theo Klems

		how is project management and reporting done?	
--	--	---	--

Contact:

Ms Anne Hergert

Anne.Hergert@bsw-mail.de

Bildungswerk der Sächsischen Wirtschaft gGmbH