PROGRAM OVERVIEW
This two-day executive course is designed to help you understand the fundamentals of Digital Marketing and Inbound Marketing and learn how to put into action Internet and Inbound Marketing strategies for your business, non-profit organization or department. This course will cover the four primary actions: Attract, Convert, Close, and Delight that businesses must take in order to get more visitors, leads, customers and promoters.

OFFER THIS PROGRAM AT YOUR LOCATION
This program can be delivered at your company location for a group of your employees in a time frame that is convenient for your schedule. Content and activities can be customized to reflect your business environment.

For more information, contact Debra Kennedy, Director of Executive Education, at dtkennedy@bentley.edu or 781.891.2473

Register Now @ www.bentley.edu/execed
DIGITAL AND INBOUND MARKETING

Two-Day Program Content

Day One—8:30 a.m. to 4:30 p.m.
- Essentials of an Effective Inbound Strategy
- Buyer personas and the path to purchase
- Developing an Online Presence
- Discovery through Search Engine Optimization
- Creating Content with a Purpose
- Blogging Best Practices

Day Two—8:30 a.m. to 4:30 p.m.
- Amping up your Message with Social Media
- Action-oriented Offers
- Creating Emails that Get Opened
- Creating Happy Customers
- Campaign Planning
- Setting Smart Goals

"Since 2006, inbound marketing has been widely recognized as a very effective way to grow a business. Replacing or supplementing the old outbound marketing methods of buying ads, buying email lists, and scrounging for leads, inbound marketing focuses on creating quality content that pulls people toward a company and product, at a time and in the manner that works for them."

Ian Cross
Senior Lecturer, Marketing
Director, Center for Marketing Technology

Why Bentley University? What makes this program distinctive? Bentley University is known for ‘applied learning’ – skills and tactics that you can immediately implement in your work environment. Our programs combine key elements of advanced study with engaging team learning in a strong peer network, facilitated by leading faculty members from our graduate business school who specialize in intensive learning for leadership development.

For more information and to register, visit www.bentley.edu/execed