

Internet Marketing Specialist 40220

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Time: Self-Paced Program
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Program Aim: To understand how to practically implement a complete internet marketing campaign by instilling a strong foundation of pay per click, search engine optimization and copywriting knowledge and techniques.

Learning Objectives of the IMS:

- To create a strong foundation of internet marketing skills and best practices which can be instantly applied to practical internet marketing opportunities
- To provide tools which can help improve anyone's ability to write persuasive headlines, pay per click ads, website copy, and emails
- To provide practical, easy-to-understand and actionable search engine optimization and pay per click strategies that when applied together can help bring very targeted traffic as needed to a website
- To enable participants to quickly be able to assess an opportunity and apply the necessary persuasive writing (copywriting), search engine optimization, and pay per click strategies in place to approach it from multiple angles

Program Requirements:

Completion of the online IMS examination and the creation of a Strategic Internet Marketing Plan.

- **Examination:** The examination is 80 questions along and includes two short essay questions within a timed and secure online testing environment.
- **Strategic Internet Marketing Plan:** Members of the Internet Marketing Specialist (IMS) program must complete this strategic project which requires a practical application of the program material to a mid-sized business with limited resources. Full details on this strategic project are available to members.

Self-Management: The Internet Marketing Specialist (IMS) is a self-study certification program. Though we want to see you succeed, your success depends on and directly corresponds to the amount of effort and time you put into learning the material. We have implemented the necessary tools to assist you in studying, such as a study guide with defined and in-depth topics and terms to know, as well as a 40 questions mock/practice exam to help you gauge your grasp of the information in the texts. We have also created videos, and conducted audio recorded interviews with professionals working in internet marketing, social media, and marketing to help you better understand the material.

Time-Management: Being that the PRS is a self-study program, it is your responsibility to make time to read the required texts and to ask questions as they arise.

Exam time: You will have two hours to complete your examination through our online testing environment. Each year, exams are given on January 15th, April 15th, July 15th, and October 15th.

Once you have chosen your preferred examination date, please let us know at the email address above.

Required Texts: All of these books are available online and in most bookstores. Amazon.com carries all of the above texts.

1. Search Engine Optimization: An Hour A Day by Jennifer Grappone and Gradiva Couzin. 2nd Edition ISBN#978-0-470-2264-3
2. Ultimate Guide to Google Adwords: How To Access 100 Million People in 10 Minutes by Perry Marshall and Bryan Todd 2nd Edition ISBN 978-1-599183-602
3. The Adweek Copywriting Handbook: The Ultimate Guide To Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters by Joseph Sugarman ISBN# 978-0-470-05124-5

Required Tools: Internet access and an Internet browser with which to take the online exam. Internet Explorer and Firefox work best, though most browsers should suffice.

What Will be Covered in the IMS Exam:

1. Search Engine Optimization fundamentals and best practices
2. Pay Per Click Strategies & Optimization Using Google Adwords
3. Copywriting & Persuasive Writing Techniques
4. Internet Marketing Strategies & Practical Applications

Grading:

Strategic IMS Plan: (100 pts)

1. Introduction (5%)
2. Copywriting Applications (20%)
3. Pay Per Click Applications (20%)
4. Search Engine Optimization Applications (20%)
5. Time & Cost Considerations (10%)
6. Long-term Strategy Adjustments (10%)
7. Measuring & Defining Success (10%)
8. Conclusion (5%)

Exam: (100 pts)

- 80 multiple choice/true-false questions (80%)
- 2 short-essay questions worth (20%)

For more information, study tips, and topics, please see the IMS study guide.