

# Technomarketing: *Engaging Customers Through the Use of the Newest Tools and Technologies*

Philadelphia, PA November 2-3

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## Take-aways

- Increased knowledge of terminology surrounding the newest tech-centric marketing tools
- A full understanding of the most popular technology-driven marketing vehicles currently in use and on the horizon
- Know which tech-centric marketing vehicles will work for your customer base and how to pair those with your existing marketing strategy
- Ability to execute a marketing campaign using the tools and techniques outlined in the course

The world of marketing is rapidly changing all around us. Engaging customers through the newest marketing vehicles such as social media, customer communities, blogs, RSS and podcasts requires a solid foundation steeped in customer understanding, marketing planning and technological prowess. This two-day course in using the latest marketing tools and technologies will take you from the defining basics to the planning and implementation stage. You will leave with a wealth of ideas and a proven framework for execution.

Through interactive presentations and exercises, case examples from B2C, B2B, nonprofit and higher education, and best-practice implementation reviews, you will gain a comprehensive understanding of how you can profit from the latest in marketing technologies and tools.

**PRIOR KNOWLEDGE REQUIRED:** Knowledge of computers, basic Internet terminology and a cursory understanding of Internet marketing is desired. A basic understanding of the various trends in marketing media will be helpful.

## Dana VanDen Heuvel President, The MarketingSavant Group

An award-winning marketing blogger and author of the AMA's Marketech '08 Guide to Marketing Technology, Mr. VanDen Heuvel is a widely recognized expert on blogging, social media marketing, thought leadership marketing and interactive marketing trends. He founded BlogSavant, a division of VanDen Heuvel Executives, LLC, one of the nation's first weblog and social media marketing consultancies. He currently runs The MarketingSavant Group, a marketing technology consulting and training firm that helps marketers leverage emerging marketing technology to grow their business.

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## Day 1

### Defining Technomarketing

- Technomarketing vs. traditional marketing
- Trends, cycles and inflection points
- How does this change marketing now and in the future?

### Word-of-Mouth Marketing and the Power of Consumer Generated Media (CGM)

- Rules of engagement for CGM
- Achieving and measuring success

### Mining Social Media for Customer Intelligence

- Expanding your customer understanding through social media
- Understand the conversation taking place about your brand

### Interactive: Social Media Customer Intelligence Research

#### Exercise: Customer Community and Online Social Media

- Reaching customers in social networks  
Success stories: MySpace, LinkedIn, etc
- Uncommon examples of exemplar customer communities

### Interactive: Jumpstart Your Own Customer Community Online Video and the Remix Culture

- Growth in online video and video campaigns
- How companies are succeeding and failing
- Jumpstarting your online video efforts

## Day 2

### How to Really Use Blogs, Podcasts, RSS

- Integrate them into existing marketing
- Case examples from the Fortune 1000

### Achieving and measuring success

#### Interactive: Blogging Case Study—Emerging Technomarketing Tools and How to Use Them Successfully

- Widgets and desktop real estate
- Mobile marketing

### Technomarketing and the Marketing Mix

- Integrating traditional marketing plans and Technomarketing
- Target marketing and Technomarketing—where to find your customers

### Putting Technomarketing into Play in Your Organization

- Quantify the value of the top opportunities
- Become familiar with the resource list of vendors, tools and directories and those things which can jumpstart Technomarketing campaigns
- Keeping the momentum and overcoming barriers: tactics to ensure that you can achieve maximum results from this seminar

### Taking it Back to the Job, Wrap-Up and Review