

Advanced Content, UX, Targeting and Analytics for Digital Marketing

The world of digital marketing is dynamic and continues to evolve rapidly. In 2015, Forbes estimated that by 2020, 1.7 megabytes of new information would be created every second for every human being on the planet. How do you keep up with the exponential growth of data and leverage your marketing analytics into action?

Created for business subject matter experts (SMEs), sales leadership and marketing professionals, this session will explore Search Engine Optimization (SEO), Search Engine Marketing (SEM), link building, co-branding, public relations and more. Take away tools and proven strategies for enhancing your customer's journey and experience, by creating and distributing meaningful content to your target market.

Course Topics

- Capturing analytics throughout the customer journey and experience
- Ways to enhance the customer experience through content
- Search Engine Marketing (SEM) including Search Engine Optimization (SEO), link building, co-branding, public relations and more

Learning Objectives

- Engage in a participative lecture and discussion using practical business and personal examples
- Learn strategies and tactics to increase platform engagement
- Review related policy, standards and laws to ensure organizational compliance

Related Courses

- Business to Business (B2B) Social Media Marketing

 UTSA Main Campus, San Antonio

 8 hours

Instructor



Wendy Gratereaux, MBA

Gratereaux is currently a top-rated global marketing consultant and a full-time digital and social media marketing lecturer at the University of Texas at San Antonio (UTSA), teaching undergraduate and graduate students. She started at UTSA as a teaching and research assistant in 2009 in consumer behavior, market research, advertising, multicultural marketing, international marketing and marketing foundations. Gratereaux also assisted with scientific research studies and contributed to the book *Transcultural Marketing* by Dr. Marye Tharp. Prior to UTSA, Gratereaux was a corporate marketing and business executive for 10 years.