

New Rules of Marketing™



Create a strategy to reach buyers directly

The New Rules of Marketing™ seminar teaches technology company marketers how to harness the power of online marketing using blogs, viral marketing, podcasts, video, search engine marketing and online thought-leadership.

Learn why marketing on the web is different from the old command-and-control, message-driven advertising and PR. Now you can speak to your customers and buyers with targeted messages to help them solve problems, instead of bombarding them with advertising they'll likely ignore.

In *New Rules of Marketing*, learn a step-by-step framework for building an online marketing strategy and a tactical, actionable plan to reach your buyers directly.

Who should attend?

Product marketers, marketing communications, public relations, analyst relations, senior-level marketing executives, as well as the agencies who serve them. Product managers looking to become thought-leaders in their industry will find the seminar especially useful.

Included templates & checklists

- Web Site Benchmark Scorecard
- Buyer Persona Worksheet
- Action Plan Worksheet

Based on the best-selling book, *The New Rules of Marketing & PR: How to use news releases, blogs, podcasting, viral marketing & online media to reach buyers directly* by David Meerman Scott, the New Rules of Marketing seminar will show you how to reach buyers directly with information they want to hear.



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I. Marketing Before the Web

Before the web, marketing was simply advertising and branding. It relied on interruption to get noticed. It was one-way and about selling products. Communication was exclusively through the media and analysts; you couldn't go directly to your market. The web has changed the rules. It is now possible to reach ever-smaller slices of a market with targeted messages buyers want to hear.

Topics Covered

- The rules of web marketing

II. Buyer Personas and Reaching Your Buyers Directly

Most web marketing is egotistical and speaks endlessly about the company and the features of the product. In the online world, it is critical to think like the buyer and speak in their language. Buyers need to see their problems solved by your products and services.

Topics Covered

- Sales process
- Writing for your buyers
- Gobbledygook!

III. You Are What You Publish

Creating a compelling web site with content-rich pages, targeted to your buyer personas is a good start. But what are you doing to reach those who do not come to your web site? Your buyers are reading blogs, visiting forums and chat rooms, using search engines, and relying on the web's viral word-of-mouth network to learn about your company and its products. How are you reaching them?

Topics Covered

- Content-rich web sites
- Online media room
- Chat rooms and forums
- Blogging for business
- Audio (podcasting) and video
- E-books
- Social networking
- Search engine marketing
- Viral marketing

IV. Developing an Online Marketing Strategy

With the understanding of how to reach buyers directly. Learn a coherent strategy that uses the New Rules of Marketing.

Topics Covered

- You are what you publish
- Creating an online marketing plan



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