# Web Marketing

## Prof. Mattia Ragni

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to present the various strategies for the online promotion and positioning of a company or a brand, from defining objectives to selecting and correctly applying the main web marketing tools.

By the end of the course, students will be able to define a correct Web Marketing strategy, efficiently select and use the main operative tools and interact with the various professional figures involved in planning, developing and promoting.

***COURSE CONTENT***

Web Marketing

* Definition
* Introduction to the various tools and strategies
* The professionals involved in a web project

Objectives and strategies

* Digital presence: web site etc.
* Defining objectives
* Web marketing plan

Search Marketing

* Introduction
* Key word selection
* Optimisation of websites for search engines (SEO Search Engine Optimization)
* Tools and files needed for positioning a site: Robots.txt, Sitemap.xml and Google Search Console
* Migration of websites (SEO)
* Google Ads – Search Network, campaigns on search engines
* The creation of a Google Ads campaign

Online Advertising

* Display Advertising, objectives and formats
* Pricing models
* Google Ads – Content network
* Remarketing

Social Media Marketing

* Introduction to the main social media channels
* Optimisation and Management of a Facebook Page and an Instagram Business profile
* Audience and Target
* Facebook Pixel
* Meta Ads and campaign management in major social media
* The creation of a Facebook and an Instagram campaign
* Open Graph and webpage optimisation

Influencer Marketing

* Influencer marketing strategies
* The research, analysis, and selection of influencers
* Influencer marketing examples

E-mail Marketing

* Newsletter, DEM, transactional emails, Spam
* Managing address databases
* The platforms for the management of Email Marketing
* Measuring results

Web Analytics

* Metrics and basic KPIs
* Google Analytics analysis tools
* Analysing web traffic
* Analysing objectives
* A/B Testing

***READING LIST***

Lecture notes, handouts and on-line educational material.

Miriam Bertoli, *Web Marketing per le PMI (third edition),* Hoepli 2018

Veronica Gentilini, *La pubblicità su Facebook e Instagram 50 consigli pratici per Ads di successo,* Flaccovio 2021.

***TEACHING METHOD***

Frontal lectures and practical workshop sessions

A final written test.

***ASSESSMENT METHOD AND CRITERIA***

Written exam with open and closed questions.

The written exam counts for 30/30 of the final mark.

In the written test students should demonstrate their knowledge of information, strategies and operative tools discussed during the course;

Assessment will be based on accuracy of students’ answeers, appropriate use of speciifc terminology and ability to actually use the operative tools.

Non-attending students (that is to say, those who attend less than 75% of the course) will have to study the course packs made available on Blackboard, and all the chapters of the two textbooks of reference.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course. However, students should be familair with the main Social Network sites and how to use them, even if only on a personal level.

Recommended software: during the course the main Advertising and Web Analytics platforms will be used, they are freely accessible online.

Further information can be found on the lecturer’s webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the faculty notice board.