

Training
Programmes
2009



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Why is digital communication so important?



We live in a time of extraordinary change and opportunity for marketers. Digital marketing gives us the chance to deepen our brands relationships with consumers and drive enormous value for our businesses.

Digital media is fundamentally changing the way that consumers expect to interact with brands: they are empowered with tools like blogs, reviews and social networking sites to tell us what they think about what we promise them. This presents a challenge for the unprepared and unwary, but a great opportunity for those willing to embrace it.

We think marketers today have the chance to redefine marketing for the next 50 years. To give you an idea of the scope of the opportunity:

- 19% of all marketing spend in the UK will be on digital in 2009
- Google is bigger than ITV in the UK in terms of advertising revenue
- By 2011, online commerce in the UK will be worth £52bn

Are you and your organisation ready for these changes?

Digital marketing comes with a language, skills, and techniques that can be picked up with hard work and trial and error. But it's far quicker and less risky to learn from expert practitioners who have years of specialist experience.

I hope to see you on one of our courses soon.

Niall McKinney

CEO and Founder

Introduction to UTalkMarketing & Our Training

UTalkMarketing.com is the leading user generated content site for the marketing industry. We use our relationship with leading marketing experts and practitioners to build up-to-the minute training programmes.

We're the leading provider of digital marketing training in the UK and have successfully trained some of the biggest agencies and brands in the UK and Europe. We believe in delivering practical training that delegates can use as soon as they get back to the office.

Some of our previous clients include CNN, MTV, Vodafone, AMV BBDO, Time Warner, OMD Media, Telegraph and IPC Media. Of all the delegates we have trained, 99% would recommend the training to a colleague.

Niall Mckinney, MD of UTalkMarketing has been involved in digital marketing since the start of his marketing career in 1999. He started at Procter & Gamble but quickly moved into media. He rapidly progressed through the ranks and moved to IPC Media, the UK's largest magazine publisher becoming Marketing and Publishing Director.

He helped to turn around the NME, winning the Marketing Society's 'Young Marketer of the Year' in 2003 for his work. He then launched Nuts magazine, and was awarded 'Best Launch of the Year' at the Marketing Effectiveness Awards in 2005.

Niall left IPC Media in 2006 to take up the position as Chief Marketing Officer at Lastminute.com. Here he ran an international marketing team of 100 people with a focus on digital marketing.

Feeling frustrated at the existing poor trade press and seeing a gap in the market for user generated content, he decided to launch www.utalkmarketing.com and has never looked back!

All of our trainers are senior digital marketing consultants with a background on the client side. They offer up-to-date expert knowledge and all teach in a practical way giving delegates all the skills they need to start practicing what they have learnt straight away – with no excuses!

There are a number of different training options available to both individual marketers and corporate clients. These range from one-off seminars, to year long master class programmes.

So have a browse through our brochure and you'll get a flavour of what's right for you. If you need any help deciding give us a call on **020 7300 7333**.

Finally, training need not be expensive: prices start at £195 to attend one of our half-day seminars so there's no excuse for not being up-to-speed with digital in 2009!

“UTalkMarketing are the experts in helping agencies to accelerate their knowledge of digital marketing. Our staff grew in confidence with their digital work after completing their training, and were more able to effectively pitch digital to clients. I would definitely recommend UTalkMarketing’s digital training programmes”

Philippa Brown, CEO, Omnicom Media Group

What we **cover** In-House **training**

“Utalkmarketing.com have done a terrific job of raising awareness of digital marketing in AMV BBDO, and ensuring that our staff have the digital skills they need. We see digital as an essential part of our agencies offer to clients, and well worth the investment in professional training”.

Ian Pearman

Managing Director, AMV BBDO.

Our in-house training options mean that all of your companies digital needs can be met in comfort of your own office. Whether you need a skills accelerator programme or a 1-2-1 coaching session you can be sure that UTalkMarketing has the knowledge and experience to help your business make the most of the digital revolution. Your corporate training possibilities are:

- **Inspiration sessions**
– a catalyst session designed to motivate & excite staff
- **Skills accelerators**
– highly practical sessions to develop core knowledge in the key digital disciplines
- **Workshops and practical**
– designed to help embed digital knowledge and help staff put this knowledge into practice
- **Coaching**
– we run two types of coaching sessions, one for senior managers and directors and one for digital specialists

Most of our in-house training is delivered as a bespoke digital training programme, covering several of these elements. We can help you pick the options right for your business, and customise them to your specific needs.

Our clients include some of the biggest names in marketing and media:



For more information or to book any of our in-house courses contact Daniel on 020 7300 7333 or email daniel@utalkmarketing.com

In-House **training**

Skills accelerators

Our skill accelerators focus on specific areas of practical knowledge. They're often put together and built into a programme and can be delivered as half days or full days.

The content is high quality digital knowledge, designed to give delegates practical understanding of the key digital disciplines. They're delivered by leading experts in the field. Our skills accelerators can be customised to fit your businesses needs.

We cover:

- Digital Starter
- Search Engine Optimisation (SEO)
- Pay Per Click (PPC)
- Social Media
- Emerging Digital: Mobile, Gaming and TV
- Digital Display
- Digital Strategy
- Digital Project Management
- Digital CRM and Email Marketing
- Digital PR

For more information on our skills accelerators flick to page 9

“The team found the training insightful and engaging and has been used across the agency, leading to added value opportunities for our clients.”

Michael Frohlich, Managing Director, Resonate.

In-House **training**

Digital Inspiration Sessions

- These sessions are normally for a large group or a whole company.
- They're designed to act as a catalyst to break through existing practises and inspire staff to see digital as something they do as part of their day job.
- These sessions of inspirational digital content will leave your business buzzing with excitement about the opportunities of digital.
- A great way to kick off a training programme.

Coaching

- We run two types of coaching. One is for senior managers and directors who want to have 1-2-1 training in digital to get them up to speed as quickly as possible. These sessions are run by senior digital marketers including our CEO.
- We also run coaching to rapidly develop specialists in specific digital disciplines like SEO and digital PR. These sessions are run by leading experts in the discipline.

Workshops

- 2 hour or half day sessions to increase digital knowledge whilst solving specific digital problems you might be encountering.
- Your team will leave not only with practical knowledge, but with a comprehensive list of actions to help them improve performance and develop the right digital habits.

What we **cover**

Open **training**

Individually booked learning opportunities for marketers. Designed to give you access to cutting edge case studies and leading industry practitioners, our open training courses are intensive learning experiences which will improve both your knowledge and skills and will give you the confidence is using digital in your everyday job.

Our open training options are:

- Master class programme
 - A premium training service giving you access to industry experts and cutting edge knowledge to keep ahead of the competition.
- Skills accelerators
 - Focusing on the key digital disciplines, core knowledge for people who know a little but need to know more
- Seminars
 - A mix of industry research and cutting edge case studies focusing on the hot topics in the world of digital

To find out when we are running our next open training session please visit www.utalkmarketing.com/training or contact Daniel: 020 7300 7333 or email daniel@utalkmarketing.com

“Was a very worthwhile course. It gave a really good introduction to all aspects of digital and I do feel a lot more confident when talking about online, particularly now.”

Vice President, Fox Networks.

Open training

"I really enjoyed your seminar and found it incredibly useful and inspiring - so thank you very much!"

Senior Marketing Manager, IPC Media.

Seminars

Hot topic discussions delivered in a half day session in Central London. A mixture of cutting-edge case studies and research delivered by some of the biggest names in marketing and media including Yahoo, Dell, AMV, O2 and Blendtec. To check our programme dates please visit www.utalkmarketing.com/training/seminars.html

Skill Accelerators

Our skill accelerators focus on specific areas of practical digital knowledge. We can help you rapidly increase your knowledge and confidence in a day.

The content is high quality digital knowledge, designed to give delegates practical, working understanding of the key digital disciplines. They're delivered by leading experts in the field. Delivered by leading experts in the field, they're highly practical sessions which include plenty of case studies from the best practice leaders.

We cover:

- Digital Starter – for complete beginners
- Search Engine Optimisation (SEO)
- Pay Per Click (PPC)
- Social Media
- Emerging Digital: Mobile, Gaming and TV
- Digital Display
- Digital Strategy
- Digital Project Management
- Digital CRM and Email Marketing
- Digital PR

For more information on our skills accelerators flick to page 9

Skills Accelerator

Digital Starter

Digital is the most exciting thing to happen to the advertising industry since the advent of television - find out how to make the most of the opportunities it offers you.

A definitive fast track session which will provide you with a comprehensive digital overview. This will include definitions of the key digital disciplines and terms as well as detailed descriptions of each one, a look at consumer trends, the ways in which digital has changed the consumer landscape and key technology including a jargon buster. The session will also cover emerging digital platforms such as IPTV, smartphones, interactive surfaces and in-game advertising.

If you would like to become more confident in embracing digital media as part of the marketing mix, this session is essential for you. Gain highly practical skills and knowledge that will help you realise the potential of digital marketing and give you the confidence to start making the most of this potential in your job.

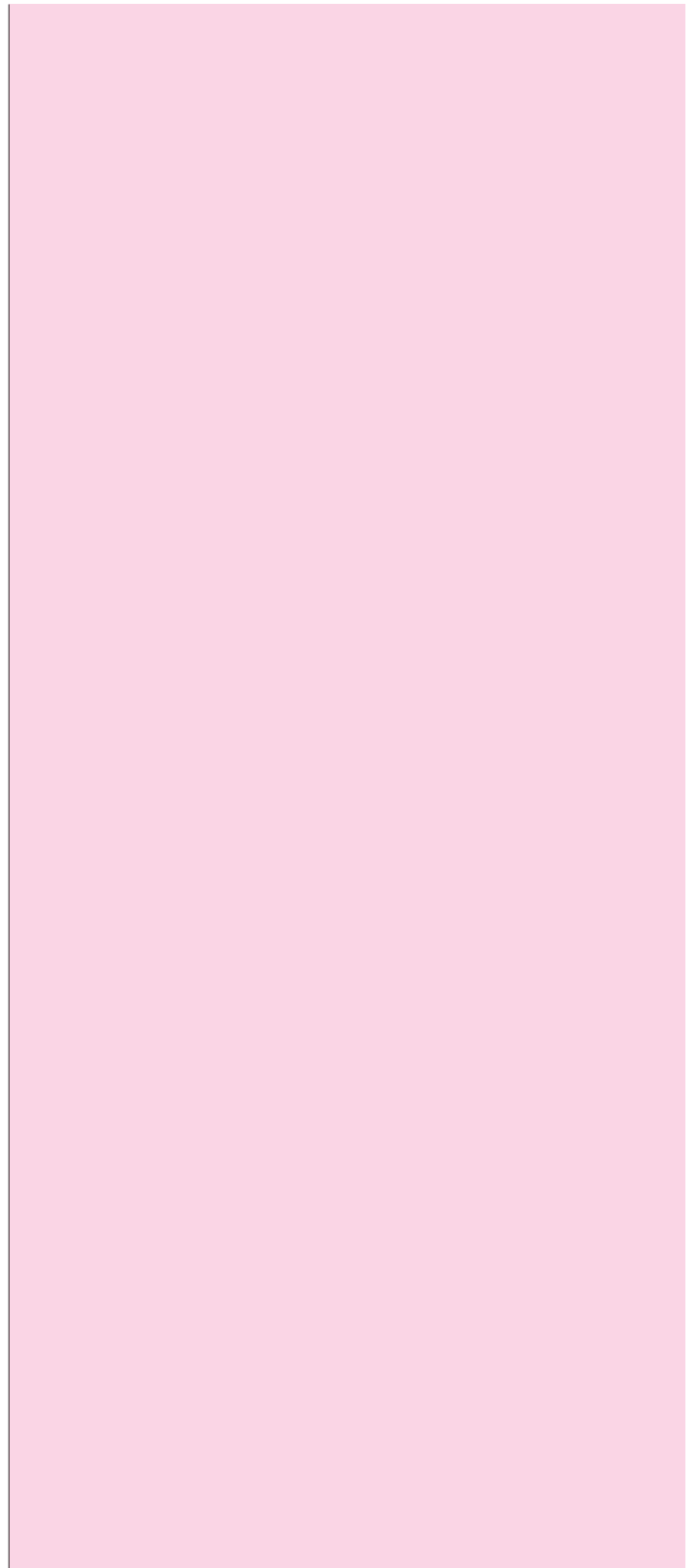
Summary of key outcomes:

- Introduction to digital marketing
- Understanding digital consumers
- The major digital players and what they mean for your business
- How to create a digital marketing plan
- Get to grips with the core digital discipline, and how you can use them to advance your business:
 - Search
 - CRM
 - Mobile
 - Digital Display
 - Web development
 - Understand what the future holds for digital

Who Should Attend?

This session is for anyone that has a little bit of knowledge but want to know more and is relevant to marketers, agency executives, editorial staff, designers and developers.

Delivered by: Niall McKinney, MD UTalkMarketing



Skills Accelerator

Search Engine Optimisation (SEO)

Over 50% of all online ad spend is on search: £2 billion in 2008, yet the majority of traffic on a search results page is funnelled into the natural search results!

More and more marketing and agency staff are being asked to take on SEO tasks. The lure of great ROI, coupled with the current economic situation, means that many businesses are making SEO their No.1 priority. Can your business really afford to not be proficient in SEO?

This session will also give you a detailed insight into how Google works. The majority of traffic from Google goes to the natural search positions, this can be over 90% in industries like media. Google is becoming the operating system of the internet, people use the toolbar as they used to use the browser, this module will give you the inside information on how to make Google work for you!

Summary of key outcomes:

- Learn how to drive traffic to your website through an effective natural search strategy
- Hear how search engines like Google work
- Learn how to integrate natural search into the marketing mix
- Gain an understanding of how SEO is so integral to influencing consumers
- See how to measure SEO progress
- Hear how to assess your competitors SEO capabilities
- Understand how SEO can impact on your brands reputation and ways of managing it's impact

Who Should Attend?

This session is for anyone that has a little bit of knowledge but want to know more and is relevant to marketers, agency executives, editorial staff, designers and developers.

Delivered by a renowned Search consultant who was formerly Head of Search at a global company



Skills Accelerator

Pay Per Click (PPC) Advertising

PPC is at the top of most digital marketers plans, which is reflected in the fact that over £2 billion will be spent on Search Marketing in 2009!

If used wisely it is one of the most valuable tools in a marketers armoury. However it is very easy to just throw money at keywords and ads without really understanding how to get the most from your PPC campaign.

This course will help you avoid the pitfalls of PPC whilst equipping you with the skills and practical understanding to implement a campaign that is well thought out, integrates with the rest of your activity and most importantly, delivers maximum return on investment.

Summary of key outcomes:

- Gain an understand of how PPC can influence your target consumers
- How to write killer adwords copy
- Learn how to get the traffic you want at the best possible price
- How to measure and benchmark PPC performance
- Hear the pitfalls and 'black hat' activities to avoid
- How to use tools like Google's adwords
- How to optimise landing pages
- Understanding how PPC and SEO are integrated to maximise the success of both

Who Should Attend?

This session is for anyone that has a little bit of knowledge but want to know more and is relevant to marketers, agency executives, editorial staff, designers and developers.

Delivered by a renowned Search consultant who was formerly Head of Search at a global company



Skills Accelerator

Social Media

Social media is the hottest topic in digital and an essential part of every brand's digital armoury. From Facebook and Twitter to blogs and aggregators, social media has inspired some of the most creative innovative and creative campaigns of the past year. Social media has become more than an after-thought, it is now a part of every successful marketing campaign!

Social media has also led to the empowerment of consumers; we are no longer in control. Users have become the driving force of the internet, they talk about our products to each other behind our backs, we can no longer control the story they tell. Want to know what they are saying about your brand? Get tips and practical advice on how to use social media to manage online reputation, how to listen to customers and enter into meaningful conversations with them.

The course covers everything from the social media landscape, key trends and behaviours to campaign planning and measurement through a combination of case studies and industry knowledge. This course is the ultimate social media 'how to guide.'

Summary of key outcomes:

- Learn how to track digital chatter and listen to consumers
- Be introduced to the social media key players and the key trends around them
- See how to use branded applications in social networks
- Hear how to influence the influencers and pro-actively manage your brand's reputation online
- Learn how to create viral marketing campaigns
- Gain an understanding of social network advertising technology and how to use branded applications
- Get access to case studies on hugely successful social media campaigns such as Walkers and Cadburys
- Hear the benefits and pitfalls of display advertising on user-generated content sites

Who Should Attend?

This session is for anyone that has a little bit of knowledge but want to know more and is relevant to marketers, agency executives, editorial staff, designers and developers.

Delivered by Niall McKinney, MD UTalkMarketing



Skills Accelerator

Emerging Digital: Mobile and Gaming

Mobile marketing currently offers some of the highest ROI of any marketing activity. It can also help drive brand equity and brand innovation. Best of all mobile is relevant to every target audience and doesn't need to cost much to get started. The proliferation of smartphone's means that mobile is progressing at a rate not previously seen, 2009 will be the year of the mobile. Is your business ready?

Gaming is the fastest growing entertainment sector meaning that in-game advertising is one of the most exciting medium for advertisers. This session will give you a definitive guide to the opportunities gaming offers your business including a breakdown of each format. Gaming is already big business, why wait to start using it to generate revenue?

Summary of key content:

- Hear about Apple iPhone and java applications and how to make them work for you
- Learn How to use Bluetooth and other location specific technologies
- Understand how to measure mobile marketing
- Be introduced to the online and console gaming market
- Gain access to case studies of successful in-game advertising
- See the latest advanced TV Technology

Who Should Attend?

This session is for anyone that has a little bit of knowledge but want to know more and is relevant to marketers, agency executives, editorial staff, designers and developers.

Delivered by: Renowned gaming and mobile expert



Skills Accelerator

Digital Display

Digital Display accounted for over 21% of digital spend last year. This session will build your knowledge of online display advertising and help you make the most of the rapidly changing creative and technology opportunities.

This explosive growth has been driven by the proliferation of new formats which have helped to make digital display one of the core mediums for consumer engagement. New formats of digital display continue to spring-up and it is vital that marketers begin to think beyond the traditional banners and MPU formats to achieve the maximum consumer engagement and ensure the best ROI.

With video display already beginning to make an appearance and the new options offered by social media (widgets etc) the future of digital display promises to continue offering marketers the greatest choice of any advertising medium. This session will help you make the most of those choices!

Summary of key outcomes:

- What online display is, how it works and why it's such an important marketing tool
- Understanding what works creatively and what doesn't
- Hear how to plan an online display campaign and measure the results
- Understand digital display jargon and different formats available
- Learn how to use targeting technology
- Hear how to maximise ROI through optimisation
- See how to use display for brand building

Who Should Attend?

This session is for anyone that has a little bit of knowledge but want to know more and is relevant to marketers, agency executives, editorial staff, designers and developers.

Delivered by: Hugely experienced digital display expert



Skills Accelerator

Digital Strategy

This session is the definitive fast track for marketers who are looking to understand the role of digital and where it sits within the marketing mix. Starting at the beginning (where else?) the session will set the context by explain the driving forces behind the explosive growth in digital.

Our expert trainer will explain the secrets behind successful integration of online – cracking this puzzle is the key to success! The course will also give delegates invaluable hints and tips on the ways in which consumers use the internet. Learn how to make the most of these usage patterns to open lines of communication with your target audience and develop your consumer focus explained through detailed research of online audiences.

You will not only leave with the practical skills and knowledge to build a successful digital strategy but also the knowledge and expertise to measure this success.

Don't know where to start with your digital marketing strategy? This is the course for you!

Summary of key outcomes:

- To integrate digital into the marketing mix thus maximising it's effectively
- Understand key in-depth consumer digital trends
- Understand how different consumers use digital in purchasing goods and services
- To carry out research and segment digital audiences into web personas to maximise the relevance of communications
- Measurement and optimisation – the key to digital success

Who Should Attend?

This session is for anyone that has a little bit of knowledge but want to know more and is relevant to marketers, agency executives, editorial staff, designers and developers.

Delivered by MD of a boutique media agency



Skills Accelerator

Digital Project Management

Web project management can be a challenge – you work with lots of people in different roles at different levels of the organisation and need to keep information moving between these groups. Add to this the fact that digital projects can take many different forms and range dramatically in scale and it's easy to see why some digital projects can spiral out of control.

Our expert trainer will talk you through the pitfalls of digital projects and the reasons behind why they can fail so you don't make the same mistakes!

You will leave this session equipped you with the skills you need to deliver digital projects on-time and in budget, over and over again. You will leave with a clear set of digital management techniques that will give you the confidence, knowledge and practical know-how to tackle even the most complex of digital projects.

Summary of key outcomes:

- How digital projects differ from those in traditional media
- A functional breakdown of how digital products come about
- Case studies of 'typical digital projects'
- The pitfalls of digital projects and how to avoid them
- A Jargon buster – how to keep your message clear so it can be understood by all
- How to react to changing requirements
- Practical exercises including a micro site build

Who Should Attend?

This session is for anyone that has a little bit of knowledge but want to know more and is relevant to marketers, agency executives, editorial staff, designers and developers.

Delivered by: Renowned project management guru



Skills Accelerator

Digital CRM and Email Marketing

Successful CRM deepens your brands relationship with your users. It engages with them and draws them back to your site more often, thus increasing loyalty. Users come back more frequently and over a longer period of time. These effects make CRM one of the most valuable tools open to marketers.

This session will equip you with sophisticated techniques that will help drive traffic to your site via email. Learn how you can monetise this traffic through advertisements and revenue share deals. You will leave with a detailed CRM strategy meaning you can start to implement what you have learned the minute you get back to the office. It is far harder to win new business than it is to hold onto your current customer base. In this current economic climate customer loyalty is pivotal, can you afford to not have a winning CRM strategy?

Summary of key outcomes:

- The principles of the CRM model – knowing your customer and what makes them tick
- Tips on email creativity that will help your brand get noticed and ultimately help you acquire new customers
- How to maximise open and click through rates
- How to use email as tool for communicating with consumers and as a means of managing the relationship between them and your brand
- Gain a full set of skills, knowledge and ideas to effectively instigate and manage successful email marketing and CRM campaigns
- The pitfalls of online CRM and email marketing – what they are and how to avoid them

Who Should Attend?

This session is for anyone that has a little bit of knowledge but want to know more and is relevant to marketers, agency executives, editorial staff, designers and developers.

Delivered by: Highly experienced CRM expert with years of experience in email marketing



Skills Accelerator

Digital PR

The ways in which consumers are influenced has changed dramatically. The internet has been a great driver of this change. Businesses need to realise that they are no longer in control of their brands reputation.

This seminar will equip you with the knowledge and practical skills to not only react to this change but also to prosper in this new environment. The course will give you a solid understanding of this new pr landscape including an in-depth look social media which has been one of the greatest facilitators of this change. Learn who the new breed of online influencers are and how you can influence them to ensure your brand is being talked about in the right circles.

Your expert trainer will also look at the myths and pitfalls of social media ensuring you have a clear understanding of best practice. You will leave with the tools to plan, build and monitor your online communications strategy in this new environment.

Summary of key outcomes:

- Where online PR fits within the marketing mix and how you can use other areas of digital to support it i.e. Search
- Who the new generation of influencers are and how you can get your brand in front of them
- How to manage blog outreach programmes
- How to get the right people talking about your brand
- The value of social media – what the explosive growth means for your brand and the pitfalls to avoid
- How to measure PR success – evaluating the efforts of your PR campaigns
- Hints and tips on how to react if your brand is being talked about for the wrong reasons

Who Should Attend?

This session is for anyone that has a little bit of knowledge but want to know more and is relevant to marketers, agency executives, editorial staff, designers and developers.

Delivered by: Hugely successful PR guru



Open **Training** Master **Classes**

Master Classes

Designed to help you stay ahead of your competitors, this premium training service is aimed at digital experts and is run entirely online.

We currently run master class programs in SEO and Social Media, but will be adding more throughout the year so make sure you keep checking our website www.utalkmarketing.com/training.

Our Master Classes are for people who need to keep on top of the latest tactics and techniques in a particular field like SEO or social media.

We give you the inside-information you need to stay ahead, without the hassle and expense. These sessions include a mixture of case studies, research and analysis.

As well as four online sessions subscribers to the master class programme will also have access to a premium hub populated by our expert trainers. The hub will bring you the best of the best case studies, cutting edge knowledge and inside secrets in your field throughout the year. Can afford not to be involved?

**For more information on how to sign up
for one of our master class programmes
please visit:**

www.utalkmarketing.com/training/master-classes.html

contact Daniel: 020 7300 7333 // daniel@utalkmarketing.com

SEO Master **Class Programme**

SEO Master Class Programme

We know thousands of marketers and agency staff are being asked to take on SEO tasks. It's the No. 1 priority of many businesses, especially in the current economic climate, because it offers such good ROI.

If you want to be an SEO expert it's essential that you stay ahead of the competition to get to the top of the rankings. But staying ahead of the pack is time consuming and expensive:

- **Hundreds of blog posts to read**
- **Thousands of industry announcements to keep up with**
- **New link building strategies to examine**
- **Events and seminars to attend that can cost a thousand pounds a go**

Our experts read all of this information, and boil it down to the most important insider information that you can really use. Giving you more time to put it into practice and make more money!

The core of the activity is quarterly online seminars. The seminars will dissect the latest techniques for SEO success, including: case studies from world beating businesses, reviews of the latest technical developments, cutting-edge industry research, analysis of best in class campaigns and top tips on the latest link building opportunities.

As well as the regular online seminars (4 per year), programme members will have access to a premium hub on UTalkMarketing.com which will be updated with the most important things that are happening in SEO right now. You can also opt to receive a weekly newsletter with these updates. The SEO Master Class programme will be overseen by a senior SEO consultant who was formerly SEO consultant who was formerly Head of SEO and Content for a global company.

Who should attend?

The master classes are for anyone who wants to stay ahead in the competitive world of SEO. Particularly, they have been designed for: online marketers with a strong interest in SEO, client-side search specialists, SEO specialists in agencies, editorial staff with SEO objectives, technical and development teams with SEO responsibilities and publishers with a strong interest in SEO.

We will be assuming a fairly high level of prior search knowledge, though there will be opportunities to ask questions if the pace is too fast.

Contact Daniel on 020 7300 7333 or email daniel@utalkmarketing.com for information and start dates.

Further **Details**

**For further details please contact
daniel@utalkmarketing.com // 020 7300 7333
or visit www.utalkmarketing.com/training**

