



BRA Retailer Survivor Series
A Retail Certification Program at Surf Expo
San Diego Convention Center
February 2, 2010
Meeting Room 24C

Digital Retailing Course Agenda

10 am to 12 pm INTRODUCTION AND OVERVIEW

The internet has changed our lives forever. It allows us to communicate in ways unimaginable only a few years ago. It allows us to discover an endless supply of information with just a few clicks. We turn to the internet in every facet of our lives including advice on what to buy, where to buy it and of course who to buy it from. With high speed internet access available in and out of the office, easy to use software applications, and multimedia mobile devices flooding the market, technology is beginning to catch up to the needs of the social customer. The web savvy customer wants retailers to use the social media channels they use.

The State of Retailing Online: Retail's Growth Engine

Internet technology offers many benefits to small independents, not the least of which is the ability to sell worldwide. In the face of increased competition, customers are more demanding about value, speed, convenience, service and knowledge. In this seminar you will get a brief introduction to everything from the state of retailing online to driving web traffic, search engine marketing and POS integration. The digital channel is retail's growth engine and you must master this domain in order to be a successful retailer. Does your website help you sell product and position your company effectively in today's business environment? Design, function, planning and marketing impact overall web effectiveness. How does yours stack up?

The Digital Channel

There is a direct correlation between increased traffic to your site and increased sales. In this session you will learn to define the purpose of your website, set goals and objectives, define benchmarks, consider the effective use of search engines, basic design elements, special features and more.

12 pm to 1pm LUNCH

1pm to 3pm DRIVING WEB TRAFFIC

Critical Steps to Successfully Market Your Business Online

A focused discussion on best practices used to grow your business and increase market share. Learn the methodology of increasing conversion rates and improving user experience. Discover important website tracking techniques and how to properly set key performance indicators (marketing goals). Gain insights on what marketing channels to leverage and how to effectively test them.

Tips for Strengthening Your Website's Search Engine Optimization (SEO)

In today's highly competitive market, your business success depends on reaching the top of the "Organic" / "Natural" search engine results. Are you a tech-savvy site owner or administrator looking to advance your SEO efforts or a beginner just looking for ideas on where to begin? Either way, this seminar is for you. Search engine optimization is a field where technology and marketing are both critical and interdependent, because small changes in the implementation of a website can impact your Organic search engine rankings. What keywords are your prospects using to search for you and your competitors? Learn how to create websites that rank well with the major search engines and get tips to increase your site traffic. Gain insight into building and maintaining a site that is successful in the search engines through SEO-friendly architecture, design, and coding; finely tuned keyword research and web copy; link building and offsite marketing; and competitive analysis and benchmarking.

Tips for Web Analytics: Tracking Offline impact of Online Marketing

Analytics help retailers see how consumers use their sites, where they're going and what they're doing – especially important in today's economy. This session will take retailers deep into understanding analytics – what information is most crucial to chart, what the reports mean and how managers can act on the information. Creating and executing a logical retail marketing plan is easier than you think. Participants will learn several marketing techniques that are actionable, easy-to-implement, results focused, and cost-effective. With endless new marketing and merchandising options and unprecedented budget pressures, it is more important than ever before to optimize your scarce time on reporting and analytics.

3pm to 3:15 pm BREAK

3:15pm to 5:15 pm SOCIAL MARKETING

The Web 2.0 & Social Marketing: Twitter, Linked In, Blogging

Blogs, Linked In, Facebook and Twitter - Just think if you could do market research, organize focus groups and build your customer base all without spending a dime? Thanks to social marketing tools, you can. Learn the best ways to use the latest social marketing tools to communicate and connect with customers, get instant feedback on ideas, listen to what's being said about your brand and more. Small businesses are acquiring loyal customers, gaining valuable insight and boosting their business by harnessing these tools.

Tech Tools: 10 Things You Can Do to Improve Your Website

This seminar will give you tips to improve your website's promotional strategy, social marketing, blogging and Web 2.0 results. This may be the most valuable time you spend as you will learn specific tactics to get your hands dirty and improve your online sales, and the overall bottom line. The seminar will present top tools and marketing strategies that can strengthen your website online marketing efforts at little to no cost. You will leave the seminar with actionable tactics you can use to make money NOW.

5:15pm to 5:30 BREAK

5:30 pm to 6 pm SUMMARY AND QUESTIONS