



Socializing Your PR

Course Type

Online Certification

Course Duration

20-30 hours (over a three month period)

Content provided by

MarketMotive

Overview

How is your online reputation being managed? Online PR is expanding into a sophisticated business that includes much more than online press releases. From blogging to YouTube to Flickr to Facebook, there is a variety of new ways to gain attention for your website. Join our online PR pioneers and strategists to discover how to use search engines, social media, video, photos, and a variety of viral tactics to drive traffic to your website.

Topics

- The evolution of Online PR
- Press release optimization
- Business blogging basics
- Link-building strategies
- How to play the social media game
- Effectively use search engines, social media, video, photos, and more

Key Takeaways

- Learn to effectively manage your online PR
- Explore ways to gain fast, effective exposure for your business
- Discover best practices for Flickr and YouTube in your online marketing strategy

Registration Rates

DMA member	\$1,399
Non-member	\$1,699

Instructors

Matt Bailey

President, SiteLogic

Matt Bailey is president and founder of SiteLogic, an Internet marketing training and consulting company. Prior to founding SiteLogic, Matt built web marketing departments at two agencies. He has been teaching web marketing to businesses since 1998, and has consulted with some of the biggest brands in the world. Speaking at seminars and workshops internationally, Matt is known for his clear teaching style, enabling people to understand complex technical information and apply it to their websites.

Greg Jarboe

Jamie O'Donnell

Regarded as the pioneers and leading authorities on online publicity, Greg and Jamie have more than 40 years combined experience in public relations, corporate communications and marketing. Pay attention to Greg and Jamie as they teach you how to expand your publicity through the web to build relevant news mentions and link strength.

Todd Malicoat

Author of popular SEO blog StuntDubl.com and frequent conference speaker, Todd has an uncanny ability to come up with new angles on the complex realm of SEO, link building, link baiting and search engine marketing. With Todd, you learn the basics, and a whole lot more.

