



Sales, Marketing and Customer Service

# Marketing Strategies in a virtual environment

## Course Introduction

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Many firms are using numerous channels to sell their products and provide services. Virtual worlds are becoming a popular way for businesses to engage with their customers. Virtual worlds can improve customer product knowledge, attitude, and buy intent by simulating similar experiences that customers experiences in a real store. In this course, we'll discuss various virtual marketing strategies and their influences of virtual marketing strategies.

## Target Audience

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Sales Executives

- Business Development Executives
- Sales / Marketing Managers
- Account Managers / Relationship Managers
- Sales Directors
- Teachers / Trainers
- Leaders
- Students
- Head of Department
- Art Directors
- HR professional
- Career shifters
- Business Owners / Entrepreneurs
- Social Media Specialist

- SEO Specialist
- Customer Service Officers

## Learning Objectives

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At the end of the training course, participants will be able to

- Understand the need of virtual marketing strategies.
- To create efficient and successful data, channel, and creative strategies that support and evaluate your virtual strategy's delivery.
- Understand customer needs and the new rules of competition as well as today's customers and their evolving needs and expectations.
- Learn about the different types of virtual marketing strategies and how they can help your business thrive.

## Course Outline

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- **01 Day one**

### **Virtual Marketing**

- Traditional v/s virtual marketing
- Advantages of virtual marketing.
- Virtual marketing and virtual advertising

- **02 Day Two**

### **Components of virtual marketing**

- Virtual Mediums to reach the target audience
- Virtual marketing channels Virtual Marketing Strategies

- **03 Day Three**

## Types of virtual marketing strategies

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)

### • 04 Day Four

#### Pay Per Click or Pay Per Call (PPC)

- Content Marketing
- Social media marketing
- Email marketing

### • 05 Day Five

#### Influencer marketing

- Affiliate Marketing
- Reputation marketing

## Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 13, 2025	April 17, 2025	5 days	4250.00 \$	Bahrain - Manama
July 7, 2025	July 11, 2025	5 days	5950.00 \$	switzerland - Geneva
Oct. 13, 2025	Oct. 17, 2025	5 days	4250.00 \$	UAE - Dubai