



## **Internet Marketing VA Training Certification**

### **Primary Learning Outcomes**

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Here is a summary of the specific skills and knowledge covered in the Ten Module Internet Marketing VA Training Program:

#### **Module 1 – Internet Marketing Foundations / Online Market Research**

- Good foundation of key Internet Marketing principles and areas such as Affiliate Marketing, Search Engine Marketing, Social Media Marketing, Email Marketing etc...
- Research and conduct "Online Competitor Analysis" for clients.
- Demonstrate a number of Online market research strategies and effective research tools such as [Information.com](#), [Whois](#), [Sputtr](#) and many others.

#### **Module 2 – Web Analytics Assistant**

- Introduction to Website Analytics – good overview of the key terms and principles such as Key Performance Indicators, Metrics, Unique Visitors, Conversion Rates etc...
- Ability to identify Quantitative (Google Analytics) VS Qualitative Analytics (Surveys, Online Focus Groups).
- Discover some key Web Analytics research and stats reporting tasks.
- Practical demonstration on the "ins and outs" of Google Analytics.
- Practical Demonstration on creating and producing online surveys through [Survey Monkey](#).

#### **Module 3 – Affiliate Marketing Assistant Part 1**

- Introduction to Affiliate Marketing and Program Management – overview of key Affiliate Marketing terms and principles such as Affiliate Link, Creative, Super Affiliate, Two-Tier Commission and popular Affiliate Metrics (Earning Per Click).

- Discover the best types of Affiliate partnerships and deals (Ie. CPC, CPA, CPL, CPS).
- Review different types of online ad creatives (Banners, Pops, HTMLs, Data Feeds, Text links).
- Practical demonstrations of the “Three Winning Strategies” for researching and finding affiliates.
- Affiliate recruitment steps and strategies.
- Understanding of the Affiliate screening process. (Sample email communications provided)

#### **Module 4 – Affiliate Marketing Assistant Part 2**

- Discuss Four Stages of Affiliate Partnership Development (Affiliate Research, Affiliate Recruitment, Affiliate Negotiation and Affiliate Activation)
- Review top Affiliate Management Programs (Commission Junction, Linkshare, ShareaSale, Direct Track, MYAP)
- Practical demonstration on how to use and manage a ShareaSale Affiliate Program.
- Discover best practices for effective Affiliate Campaign Management.
- Review “Three Vital Reports” for tracking and reporting affiliate campaign activity (stats) to your clients.

#### **Module 5 – Search Engine Marketing Assistant Part I**

- Good overview of the Search Engine Marketing Industry – Discuss the three faces of SEM (Search Engine Optimization, Pay Per Click Marketing, & Link Building)
- Review of key SEM terms such as SERP, Link Popularity, Long Tail Keywords etc...
- Discuss key tasks and projects performed by a Search Marketing VA such as:
  - Keyword Research and Selection
  - Search Engine Competitor Analysis
  - SEM Analytics
  - Search Position Tracking
  - Link-Building Activities
  - Article, Directory, Press Release & Social Media Submissions
- Comprehensive overview of effective keyword research strategies.
- Demonstration of top keyword research tools (WordTracker, SEODigger).
- Demonstration of tools for conducting a Search Competitor Analysis (SEOBook, SpyFu, Compete).

## **Module 6 – Search Engine Marketing Assistant Part 2**

- Review important concept of Link Popularity and Google Page Rank.
- Discuss different types of Online Submission (Directory, Article, Blog, Press Release, Podcast, Social Media).
- Practical demonstration on Article, Directory and Press Release Submission.

## **Module 7 – Blogging / Social Media Assistant Part 1**

- Good foundation of Web 2.0 concepts and terms.
- Review types of Social Media Channels
  - Blogs / Micro Blogs
  - Social / Business Networks
  - Social News / Bookmark sites
  - Wikis
  - Video Sharing Networks
  - Podcast Networks
  - Forums / Discussion Boards
- Review Business Blogging concepts and terms.
- Discuss important blog management tasks.
- Practical Demonstration of a WordPress blog.
- Practical demonstration of such blogger tools as [Feedburner](#), [Web2Submitter](#) and [Hittail](#).

## **Module 8 – Blogging / Social Media Assistant Part 2**

- Discussion of key distinctions between Social Media and Direct Marketing.
- Review of top Social Media channels.
- Practical demonstration of key Social Media Marketing tasks performed by Virtual Assistants.
  - Online Presence Management
  - Social Media Research
  - Content Sharing
  - Blog / Forum Marketing
  - Video editing and submission

## **Module 9 – Email Marketing Assistant Part 1**

- Review of Email Marketing principles and terms such as Auto-responders, Open Rates, Suppression lists, Double Opt-In Lists etc...
- Discussion on email delivery issues and CanSpam compliance.

- Good Overview of key email metrics such as Open Rates, CTRs, Conversion Rates, Bounce Rates etc...
- Review of Auto responder Management.
- Practical demonstration of the Aweber Email Program.
- Practical demonstration on Email Marketing campaign tracking and reporting.
- Effective strategies for creating compelling subject lines.

## **Module 10 – Digitally Enhanced Productivity Strategies**

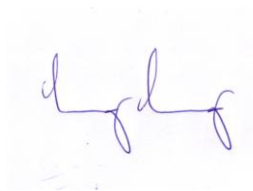
- Review effective strategies for becoming a “Fully Engaged and Productive” Virtual Assistant.
- Discuss the “Getting Things Done” work flow process by David Allen.
- Top 10 Digitally Enhanced Productivity Strategies.
- Review of the Virtual Assistant Productivity Tool box including: Google Tools, Basecamp, Zoho tools and Freshbooks.com.

The learning outcomes for the Internet Marketing VA Training Certification will be updated on a continual basis in order to meet the evolving needs of businesses today.

VAClassroom members will be required to take the “re-certification process” on a yearly basis.

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