



Now you can learn online marketing... ...online

Improve your direct marketing skills without leaving home, with *The Essential Certificate of Digital and Direct Marketing*. It's Australia's first and only online course in digital and direct marketing.

Use the new media to learn about the new marketing

At last, the teaching of digital and direct marketing has caught up with the practice of it. There are no classes to attend. There's no rushing across town after work – in peak-hour traffic on a weekday – and no parking hassles. There's no wasting valuable time going over things you already know, no being held back to the pace of slower students.

Except for a few assignments, the entire course is done online. You can learn whenever and wherever you have the time and a computer with internet connection – 24/7. Learn in the morning before you leave for work. Learn during your lunch hour. Learn at night. Learn on weekends. Track your progress online to budget your study time.

Achieve your Certificate in less than 2 months

You have 12 weeks to complete 11 modules and some offline assignments. Do three modules a week, and you could complete the course in about a month.

When you have finished the course you will receive a Certificate of Completion from the Institute of Direct Marketing Australasia. Your achievement will be recorded on the websites of both The Marketing Campus and the IDMA, for quick reference by prospective employers.

Personal tuition by Australian experts

Your personal tutors are master direct marketers Malcolm Auld and John Hancock of The Marketing Campus. Your work will be evaluated by them and by accredited educators at the IDMA.



Malcolm Auld has run agencies for Ogilvy & Mather Direct, J. Walter Thompson and EuroRSCG Partnership and has owned Malcolm Auld Direct since 1991. He has educated marketing executives in 15

countries. His company BuzzMail, was Australia's first specialist e-mail marketing agency. His first book, *Direct Marketing Made Easy* is the largest selling marketing text in Australia. His followup, *E-mail Marketing Made Easy*, was the first non American book on the subject.



John Hancock has 39½ years' experience in Australia, USA, UK and Europe. As National Creative Director of Ogilvy & Mather Direct Australia and Merchandising Director of Cellarmaster Wines he mentored a

generation of leading direct marketers, many of whom now head their own businesses. He is a winner of Gold Awards from both ADMA, for 3M, and the USDMA, for Shell.

Created by experts; used by universities

The original course, *Absolute Essentials of Direct Marketing* was developed by The Institute of Direct Marketing, U.K. The course has been used in 121 university courses in the UK and Europe, including the Cambridge MBA. Over 1,000 direct marketers have completed the course online since 2004. Here's what some of them have said:

‘I wish that all my University courses had been this clear and interesting!’

Joanna Reed, DeMontfort University, UK

‘Outstanding online learning tool. Could not have been easier to use.’

Chantelle Skeete, Middlesex University, UK

‘Highly Recommended.’

Craig Taylor, Victoria University, NZ

‘Brilliantly formatted.’

Edward Higgins, Kingston University, UK

All the content of a classroom course ... *without the classroom*

This course will give you the knowledge, skills and confidence to become a leader in the digital & direct future.

Module 1: Introduction – The impact of new technologies on customer communications; principles of marketing on the web; privacy laws

Module 2: Digital Marketing – Multi-channel marketing; creating and analysing websites; micro sites; case studies

Module 3: Search Engine Optimisation – What a marketer needs to know about search engines; managing 'pay-per-click' campaigns; bidding for keywords

Module 4: Web 2.0, Social Media – Ranking social media channels; viral marketing; affiliate marketing; the rules of social media; case studies

Module 5: Email Communications – Using email as a marketing tool; subject lines; HTML landing pages

Module 6: Direct, Digital Planning, Implementation and Analysis – Situational Analysis; aligning direct & digital to brand strategy; developing a strategic plan; case studies; offline assignment

Module 7: Database Marketing – Understanding a marketing database; how to collect data; getting a unified view of your customer; web data analytics

Module 8: Segmentation and Profiling – Principles of profiling; segmentation by potential ROI; using existing data to drive acquisition; B2B profiling

Module 9: Building Profitable Multi-channel Relationships – Lifetime value of a customer; loyalty programs; creating the relationship; case studies

Module 10: Creativity in Direct and Digital Marketing – Creative strategy; differences between traditional advertising and digital & direct marketing; creative guide

Module 11: Campaign Planning – Key areas and responsibilities; co-ordinating strategies across channels; tactical campaign planning; scheduling; preparing the brief

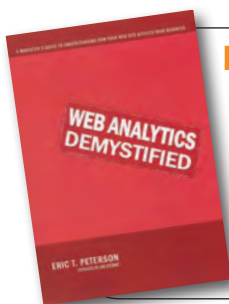
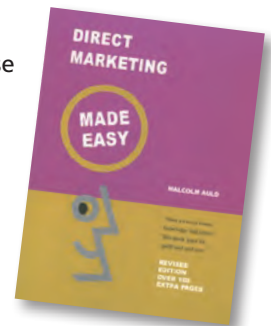
"I would have done it at twice the price"



An international certificate course of this quality would normally cost over a thousand dollars. But you pay only \$695 plus GST. (Discount for group registration by companies; email inquiry@marketingcampus.com.au)

The fee includes a copy of Australia's DM Bible, *Direct Marketing Made Easy*, online tutorials, access to the student forum where you can discuss course content and learn from other students, a free student newsletter and more.

It all adds up to a package that will dramatically increase your knowledge, skill and confidence to tackle bigger projects with greater responsibility. When you finish, you (and your boss!) will say, "I would have done it at twice the price."



FREE to the first 50 students

Be one of the first 50 to register for the course before 31 July 2009, and you'll receive a copy of *Web Analytics Demystified* by Eric Petersen, FREE.

See for yourself – try out the 7-page demonstration right now

Go to www.marketingcampus.com.au/demo.asp

