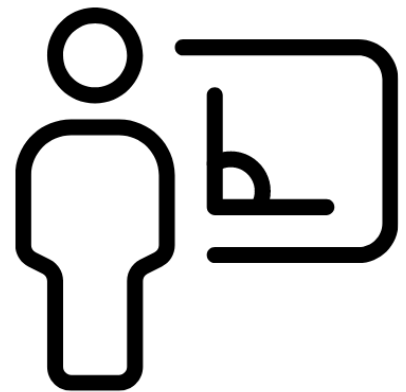


Instructors Guide



On the following pages is a sample module from our Instructor Guide. It provides the instructor with a copy of the material and a Lesson Plans box.

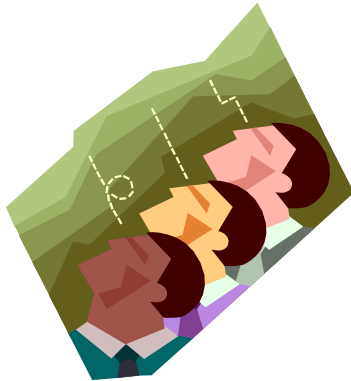
The key benefit for the trainer is the Lesson Plan box. It provides a standardized set of tools to assist the instructor for each lesson. The Lesson Plan box gives an estimated time to complete the lesson, any materials that are needed for the lesson, recommended activities, and additional points to assist in delivering the lessons such as Stories to Share and Delivery Tips.



Success always comes when preparation meets opportunity.

Henry Hartman

Module Two: SWOT Analysis in Marketing



Successful internet marketing requires an internal and external analysis. Tools such as a SWOT analysis will determine the strengths, weaknesses, and opportunities, and threats that different organizations face. Strengths and weaknesses focus on the internal aspects of an organization, while opportunities and threats are external factors. Conducting a simple SWOT analysis will provide information that can guide the marketing campaign and increase its effectiveness.

Strength



Core competencies and competitive advantages are the strengths of a company. To put it simply, strengths are what the company does well. Strengths are internal to the organization, and they should be approached from the customers' point of view for marketing purposes. Market research is useful for finding strengths and other parts of a SWOT analysis. For example, low price points, excellent customer service, or quality merchandise are examples of different strengths that draw in customers. It is important to identify and build upon strengths so that you may use them effectively

in your internet marketing campaigns.

Estimated Time	5 minutes
Topic Objective	Understand the definition of strength.
Topic Summary	Strength Review company strengths.
Materials Required	01- SWOT

Planning Checklist	None
Recommended Activity	Complete the Strengths portion of the worksheet individually. Share your answers with the rest of the class.
Stories to Share	Share any personal relevant stories.
Delivery Tips	Encourage everyone to participate by providing different examples of strengths.
Review Questions	What is a strength?

Weaknesses



Every organization has internal weaknesses. A weakness is what the organization does poorly. From a marketing perspective, anything that does not meet customers' needs is a weakness. For example, high price points and poor customer service are weaknesses that need to be addressed. Fortunately, it is possible to convert weaknesses into strengths.

Reducing price points will create a competitive advantage that becomes a selling point and strengthens the company's image. Similarly, improving customer service ratings will draw customers. When weaknesses are transformed into strengths, they must be marketed to the customer base.

Estimated Time	5 minutes
Topic Objective	Determine company weaknesses.
Topic Summary	Weakness Review weaknesses and how to change them.
Materials Required	01- SWOT
Planning Checklist	None
Recommended Activity	Complete the Weakness portion of the worksheet individually. Share your answers with the rest of the class.
Stories to Share	Share any personal relevant stories.
Delivery Tips	Encourage everyone to participate and provide different examples of weaknesses.

Review Questions	What is a weakness?
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Opportunities



Opportunities and threats are outside influences such as fashion trends, market changes, or technological advances. Finding new opportunities requires analyzing the future of the market. Opportunities, however, are favorable for a company if the organization is prepared and takes advantage of them. For example, implementing new technology that makes purchasing easier for customers is an opportunity.

Once the opportunity is established, it equals a strength that needs to be addressed in an internet marketing campaign.

Estimated Time	5 minutes
Topic Objective	Understand the definition of opportunities.
Topic Summary	Opportunities Examine opportunities.
Materials Required	01- SWOT
Planning Checklist	None
Recommended Activity	Complete the Opportunities section of the worksheet individually. Share your answers with the rest of the class.
Stories to Share	Share any personal relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	What is an opportunity?

Threats



Outside factors are not always beneficial for a company. Threats occur when changes in the market and environment have the ability to hinder the organization. New technology, better merchandise, or improved services from a competitor are threats to the organization. Fortunately, it is possible to transform threats into opportunities by making changes within the organization. For example, focus on developing new merchandise that is more competitive and better meets the needs of customers. These new opportunities can be used to draw more customers and improve the effectiveness of the internet marketing campaign.

Estimated Time	5 minutes
Topic Objective	Knowing what threats are and how they affect business.
Topic Summary	Threats Review different threats.
Materials Required	01- SWOT
Planning Checklist	None
Recommended Activity	Complete the Threats section of the worksheet individually. Share your answers with the rest of the class.
Stories to Share	Share any personal relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	What is a threat?

Case Study



The CEO of MyBrand was constantly getting complaints about poor customer service, but people always complimented the quality of the clothing. He monitored sales, and the customer service did not cause sales to slip, so he did nothing about the complaints. After a few years, a competitor opened nearby. The store advertised “excellent service and merchandise.” After three months, sales slipped 20%. The CEO of my brand decided to implement an employee-training program to improve the quality of customer service.

Estimated Time	5 minutes
Topic Objective	Outline the SWOT case study.
Topic Summary	Case Study Discuss why it is important to turn strengths into weaknesses.
Materials Required	None.
Planning Checklist	None.
Recommended Activity	Discuss the results of the case study. Could the CEO have prevented the slip in sales?
Stories to Share	Share any relevant personal/professional story.
Delivery Tips	Encourage everyone to participate.
Review Questions	What is My Brand’s strength?

Module Two: Review Questions

1.) A low price point is an example of a _____.

- a) Weakness
- b) Strength
- c) Opportunity
- d) Threat

Strength is anything that the company does well in the eye of the customer. A low price point is considered a strength.

2.) Which of the following will provide useful information about strengths for a SWOT analysis?

- a) Weather
- b) Taxes
- c) Technology
- d) Market research

Market research provides information that can be used to create a SWOT analysis. The other answers are examples of opportunities and threats.

3.) A poor customer service survey indicates a _____

- a) Strength
- b) Opportunity
- c) Weakness
- d) Threat

A weakness is something that the company does not do well. Poor customer service is an example of a weakness.

4.) A weakness is _____.

- a) Internal
- b) Lasting
- c) External
- d) To be expected

Both strengths and weaknesses are internal to the company. Weaknesses can be converted to strengths.

5.) What is an opportunity?

- a) Taxes
- b) Competition
- c) Weak market
- d) Improved technology

An opportunity is an outside influence that the company can take advantage of. Using new technology is an opportunity.

6.) What must be monitored to find opportunities?

- a) Future of the market
- b) Competitor sales
- c) Customer complaints
- d) Weather

It is important to take advantage of opportunities as they appear. This requires careful monitoring of the future of the market and market trends.

7.) What is an example of a threat?

- a) A strong market
- b) Increased taxes
- c) Improved products
- d) Company growth

A threat is any outside influence that negatively affects the company. Increased taxes are a threat.

8.) What involves influences outside the organization?

- a) Strengths and weaknesses
- b) Weaknesses
- c) Threats and opportunities
- d) None of the above

Threats and opportunities come from outside the company. Strengths and weaknesses are found inside the organization.

9.) How much did the sales slip?

- a) 10%
- b) 20%
- c) 30%
- d) 40%

The sales slipped after the competition opened, they fell a total of 20%.

10.) What did the CEO ignore with the complaints?

- a) Opportunity
- b) Threat
- c) Strength
- d) Weakness

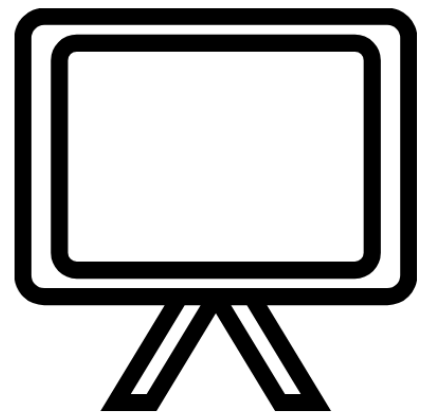
The CEO ignored complaints of poor service. This is a weakness that he failed to transform into a strength.

PowerPoint Slides



Below you will find the PowerPoint sample. The slides are based on and created from the Instructor Guide.

PowerPoint slides are a great tool to use during the facilitation of the material; they help to focus on the important points of information presented during the training.





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Success always comes when preparation meets opportunity.

Henry Hartman

MODULE TWO

SWOT Analysis in Marketing

Tools such as a SWOT analysis will determine the strengths, weaknesses, and opportunities, and threats that different organizations face.



Strength

Strengths are internal to the organization, and they should be approached from the customers' point of view for marketing purposes.

Weaknesses

Reducing price points will create a competitive advantage that becomes a selling point and strengthens the company's image.





Opportunities

Opportunities and threats are outside influences such as fashion trends, market changes, or technological advances.

Threats

Threats occur when changes in the market and environment have the ability to hinder the organization.



Practical Illustration



- Strength
- Weaknesses
- Opportunities
- Threats

Module Two: Review Questions

1. A low price point is an example of a ____.

A. Weakness

B. Strength

C. Opportunity

D. Threat

Quick Reference Sheets



Below is an example of our Quick Reference Sheets. They are used to provide the participants with a quick way to reference the material after the course has been completed. They can be customized by the trainer to provide the material deemed the most important. They are a way the participants can look back and reference the material at a later date. They are also very useful as a take-away from the workshop when branded. When a participant leaves with a Quick Reference Sheet it provides a great way to promote future business.



Internet Marketing Fundamentals

Find the Right Price

- **Quantity:** When you maximize sales, it is possible to have a lower price point on each item.
- **ROI:** Prices may be set for a specific return on investment. The price may be higher and requires a loyal customer base.
- **Value to customers:** When a product is of value to consumers, they are willing to pay more for it.
- **Popular prices:** People are willing to pay familiar price points such as \$19.99. People are often unwilling to go above these price points.

Dynamic Content

Types of Dynamic Content:

- **Personalized Ads:** Ads can be personalized based on interest established by information about habits, location, and history. For example, it is possible to advertise a sale on cosmetics to individuals who are known to be interested in specific cosmetic products.
- **Emails:** When customers sign up to receive emails, you can take the opportunity to provide them with information about promotions and new products.
- **Personalized Content:** Use gathered information to personalize the landing page and provide links that will interest the customer based on location, behavior, and keywords.
- **Product Suggestion:** When a customer's shops online, provide links to merchandise that is similar to the product being researched or added to the shopping cart.

Brand Champions

In the discussion of brand champions, it is important not to overlook your customers. Loyal customers can be your greatest champions in social media. They provide word of mouth advertising that has a unique credibility with the public.

Customers as Champions:

- **Draft them:** Find satisfied customers who fully understand and appreciate your brand.
- **Interact with them:** Thank brand champions for their purchases, surveys, comments, etc.

and begin building a closer relationship.

- **Give them perks:** Offer brand champions loyalty rewards and special perks for providing testimonials or sharing your brand with others.
- **Listen to them:** Champions provide excellent feedback and should be used as beta testers. Take their praise and criticism seriously.

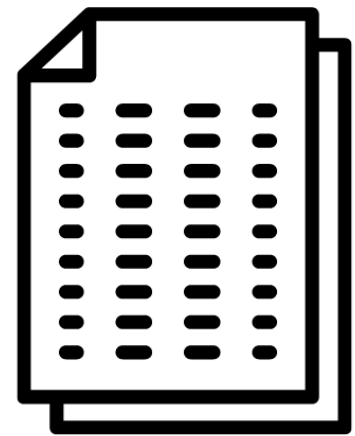
Handouts



Each course is provided with a wide range of worksheets.

Worksheets help check your participants' understanding. If a lesson calls for a worksheet, it will be listed in the Lesson Plan box under Materials Required. All worksheets are customizable and can be found in the Appendix of the Instructor Guide and the Training Manual.

As a trainer, icebreakers give your participants the opportunity to get to know each other better or simply begin the training session on a positive note. Icebreakers promote collaboration, increase engagement, and make your training more light-hearted and fun. Below is an example from the Icebreakers folder.



SWOT

Create a SWOT Analysis for your organization

Strengths:

List three strengths of your organization:

- _____
- _____
- _____

Weaknesses:

List three weaknesses of your organization.

- _____
- _____
- _____

How can you make a strength out of one of these weaknesses?

Opportunities:

List three opportunities for your organization.

- _____
- _____
- _____

Threats:

List three threats to your organization.

- _____
- _____
- _____

How could you convert one of these threats into an opportunity?

Icebreaker One: The 10 Minute Challenge

PURPOSE

It will help introduce the topic of time management in a fun, non-confrontational manner.

MATERIALS REQUIRED

1. Flip chart paper
2. Markers
3. Timer or watch
4. Craft supplies if desired (colored paper and pencils, glue, sparkles, etc.)

PREPARATION

Write out the following list on a piece of flip chart paper. Ensure that it stays covered until the end of the activity explanation.

5. Do a lap around the room (5 points)
6. Create something for the instructor to wear, such as a hat or tie (10 points; bonus 5 points if the instructor actually wears it)
7. Find out something unique about each person on the team (5 points)
8. Sing a song together (15 points)
9. Make a paper airplane and throw it from one end of the room to another (10 points)
10. Get everyone in the room to sign a single piece of paper (5 points)
11. Count the number of pets owned by your group (20 points)
12. Assign a nickname to each member of the team (5 points)
13. Create name cards for each team member (5 points; bonus 5 points if you use your team nicknames)
14. Make a tower out of the materials owned by your group (10 points)
15. Convince a member of another team to join you (20 points)
16. Name your team and come up with a slogan (5 points for the name, 5 points for the slogan)
17. Re-create the sounds of the Amazon rainforest with the sounds of your voices (10 points)
18. Make a list of what your team wants out of the workshop (15 points)
19. Form a conga line and conga from one end of the room to another (5 points; bonus 10 points if anyone joins you)

You can customize this list as you wish; just make sure there is a point value (which is completely up to you) assigned to each item.

You will also want to create a scoreboard matrix on flip chart paper that looks like this:

	TEAM 1	TEAM 2	TEAM 3
TASK 1			
TASK 2			
TASK 3			
TASK 4 (AND ON...)			
TOTAL			

This should stay hidden until the end of the activity.

EXPLANATION

Divide participants into teams of five to eight. Unveil the numbered list of tasks. Explain that they have ten minutes to collect as many points as possible. They must be safe and they only have ten minutes!

ACTIVITY

Give participants ten minutes to perform their tasks, and enjoy the show! After ten minutes, add up their points using your pre-designed matrix and announce the winner. Keep the list of tasks; you may want to tape it to the wall.

DEBRIEF

After the activity, discuss learning points. Possible discussion topics include:

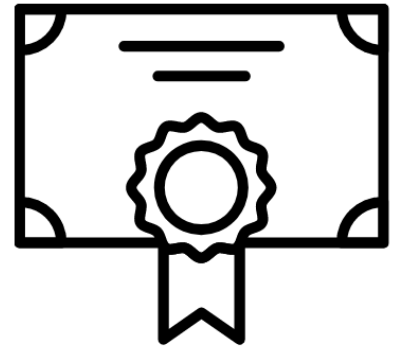
20. How did teams decide what tasks they wanted to do? Most groups will analyze the time the task will take and/or the difficulty level, compare it with the value (possible number of points), and prioritize as a result. We do this when managing our time, too: we often choose the high-yield, low-effort tasks over the low-yield, high-effort tasks (and rightly so!).
21. Were any decisions based on task dependencies? For the name card task, for example, teams received bonus points if they used team nicknames. Performing these two tasks together would triple the points received. This often happens in life, too – batching tasks increases your results exponentially.
22. What group dynamics came into play? If participants knew each other before, they may feel more comfortable performing a personally risky activity, like singing a song. This comes into play when prioritizing tasks, too; we're more likely to stay within our comfort zone, especially if we're working in a team.

23. What skills came into play? For example, several tasks involved creativity and artistic skills. Did teams find out whether any members had artistic talent before deciding to do the task?
24. What additional information did you ask for? How did that affect your approach? Some groups will catch on to the fact that there is no rule that the whole group must perform every task, and will divide their resources and achieve more points as a result. The lesson to learn here is that you need all the information you can get before prioritizing tasks and making a plan. Some teams may have even realized this partway through the activity and adjusted their approach as a result. Kudos to them!
25. Did ethics come into play? Although “stealing” another team member was worth a lot of points, some teams are uncomfortable with the idea and avoid this task.

Certificate of Completion



Every course comes with a Certificate of Completion where the participants can be recognized for completing the course. It provides a record of their attendance and to be recognized for their participation in the workshop.



CERTIFICATE OF COMPLETION

[Name]

*Has mastered the course
Internet Marketing Fundamentals*

Awarded this _____ day of _____, 20____

Presenter Name and Title
