Online Marketing and Analytics
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*Medicine in the 1800s was a skill, but it wasn’t until the 20th century it became a science. Now it’s Marketing’s turn.*

Traditionally Marketing was seen as an expense line for a company and one of the first areas cut when budgets needed to be trimmed. Procter & Gamble knew that television advertising drove their business, but any attempt to explain ‘how’ quickly turned into pseudo-science. The growth of the internet and the ability to track customer behavior much more granularly has slowly begun to change Marketing’s historical role. Strong marketers now need to be far more quantitative than their peers in finance. That was not true 20 years ago.

In addition to the need for quantitative decision making, there are ‘rules’ of online marketing. All the math skills in the world will not help you be successful if you are working on the wrong equations.

This class will be a grounding in online marketing (and offline marketing where it affects online businesses). It will cover the following:

- The types of online businesses and how they need to be marketed differently
- How to measure the value of a customer
- Customer acquisition, and how to attribute specific marketing spend to specific customers
- Customer retention and how to maximize the value of the customers you acquire
- How to test new businesses or products and do ‘market research’ grounded in behavior rather than intention
- A deep-dive into the major marketing channels, including how to run a channel effectively and how to measure your performance
  - Search Engine Marketing (Paid Search Advertising)
  - Search Engine Optimization
  - Email Marketing
  - Display and Social Marketing
  - Affiliate Marketing
  - Television Advertising
  - Alternate Channels

A student who successfully completes this course will have the knowledge of what a successful CMO needs to know. They will have the basic skills to work in an entry-level role in any of the online marketing channels.

Evaluation will be focused on a team project to create an online marketing plan for a real company. There will be individual assignments around some of the marketing channels to master specific skills. A final exam will cover all of the content shared in the course.
In addition to lectures and case discussions, every attempt will be made to have intermittent guest lecturers who have run successful online companies who will share their findings with the class.

**The Instructor:**

Edward Nevraumont is CMO of A Place For Mom, the country’s largest senior housing referral company. He oversees all marketing and strategy for the Private-Equity backed company. Previously he was a marketing executive at Expedia and a consultant for McKinsey & Company. He has launched one failed start-up and acted as an advisor for founders of far more successful ones. Outside of business he performs stand-up comedy and has written one book: The Ultimate Improv Book. His blog is MarketingIsEasy.com.