

Online Marketing Training Leads To Increased Success For Marketers And Their Clients

Market Motive's Online Marketing Training And Certification Brings Cutting-Edge Techniques And Enhanced Skills To Marketing Agencies And Consultants

Scotts Valley, California (PRWeb) March 17, 2011 – When marketing professionals want to hone their craft or add new skills to their resumes, they turn to Market Motive's Online Marketing Training and Certification.

From Micro Blogging to Local Search to Mobile, the constant evolution of online marketing requires marketers to stay up to date, and invest in continuous [online marketing training](#). Forward thinking companies and individuals who are dedicated to continuous education reap great benefits ... and so do their clients.

As Online Marketing Manager for [Rasmussen College](#), Market Motive's advanced training helped Mark Bietz to hone in on channel strategies and provide better web experiences for students. It also recently helped him move into a new position as Vice President of Marketing for BuyFun.com, which owns a suite of websites that provide [costumes and accessories for individuals, schools, celebrities, and major film and television productions](#).

"Market Motive has helped immensely in my career," says Bietz. " At BuyFun.com, I lead all of the marketing efforts and focus on digital strategy. Through my training I gained an in-depth knowledge of analytics as well as grew my network with some key industry players and fellow students. I plan to use my Market Motive training further with BuyFun.com to refine our analytics practices in order to support our marketing channels and overall business development initiatives."

What started as just two team members has expanded to include more than 60 full-time and hundreds of part time and seasonal team members who thrive in the company's fun-loving culture. BuyFun.com has enjoyed a 900% growth rate over the last four years. In 2008, the company acquired the domain HalloweenCostumes.com and, in 2011, launched T-shirts.com. BuyFun.com has also expanded into the realms of tuxedos and toys. Partnerships with popular musicians and brands such as KISS allow the company to produce exclusive products.

BuyFun.com operates from a 50,000 sq. ft. building that houses the main warehouse and offices. With its ever-increasing ownership of websites, licenses, and products, BuyFun.com will move into an even larger space later in the coming months.

It falls to Bietz to build a team of passionate marketers with clear and common goals, and a marketing strategy that drives that growth. "It's my job to develop strategies and match our marketing team with initiatives that overlap their interests and to provide them with the necessary tools and training to excel. Whether it's in analytics, PPC, SEO, database marketing, or social media, we all have the same goal of making our brands and products known throughout the world." And his Market Motive experience will be a big part of that initiative.

Manjula Higginbotham, eCommerce Consultant and Implementations Manager at [leading shopping cart provider AmeriCommerce](#), credits Market Motive for helping with her recent ascent to Partner. "I am now a partner at the company ... I personally attribute my growth in the field to Avinash Kaushik and in turn Market Motive. I have learned a lot from his books and blogs, and the video training I've gotten from the courses."

As Associate Media Director with [media planners and buyers Thayer Media](#), Chessie Little is responsible for media strategy, and she's the company SEM/PPC and web analytics guru. Yet even with all that experience, she found training at Market Motive to be both challenging and enlightening.

“I’ve been working in my industry for 15 years and hadn’t done any real coursework since college until the Market Motive course. Granted, I’ve been to many, many seminars, roundtables, summits, etcetera, but those all just review high-level theories ... Market Motive actually teaches the super-granular detail of how to apply something to your everyday world and make it work better. The Web Analytics course is incredibly demanding and makes you learn to bend your mind around what are sometimes really tough concepts and push yourself to look at them in meaningful ways. But I can also say that it’s so incredibly rewarding to go through that mental yoga and come out on the other side with such a thorough understanding!”

Little says even experienced marketers need to stay open to new ideas if they want to truly excel. “My piece of advice is to let yourself be humble when you’re in the process of learning. The knowledge you have from your lengthy career positions you to use new ideas in a proactive way and contribute immense value, but you have to be willing to be vulnerable and look at things differently than you have before. If you fight against learning a new skill or way of thinking, you will struggle ... surrender yourself to truly embracing knowledge and you will flourish!”

Market Motive provides [faculty-guided training and certification in SEO, Web Analytics, Social Media Marketing, Pay Per Click Advertising, and Conversion Optimization](#). The certification is well-respected in the industry, and enhances the curriculum vitae of even the most experienced professional.

Students have come to Market Motive from SalesForce.com, Entrepreneur Magazine, Microsoft, and BusinessWire. Others have gone on to successful positions with companies like Ask.com and Acquisio. More than one student has been recruited prior to graduation, but they still see the semester through ... at the insistence of their new employers.

“We couldn’t be more proud of our students’ successes,” says Scott Milrad, Director of Education at Market Motive. “I come from a traditional education background, and we’ve worked hard to create an online learning environment that ensures our students get a sense of community, a structured curriculum, and real faculty guidance. We get to know our students, and they get to know one another. They graduate with a certification and a new set of industry relationships.”

Agencies, corporate groups, and private contractors can only benefit from cutting-edge, industry recognized training and certification. Market Motive’s [online marketing training courses](#) are endorsed in part by Rasmussen College, the Direct Marketing Association, Search Engine Journal, and Search Engine Strategies. The next [Online Marketing Master Certification Course](#) starts April 11th.

During the 90-day semester, students follow a structured curriculum made up of streaming video lessons (Market Motive constantly updates videos to stay on the cutting edge of the industry), quizzes, exercises, live webinars, a 24x7 forum frequented by faculty, grads, and other students, and weekly conference calls with the faculty. The program culminates in a real-world final project, peer feedback from other students, and a faculty panel defense.

If you’re between jobs and finances are tight, don’t let that stop you. [Federal Funding for online marketing training](#) is available for qualifying students.