

Get the details of what the demand generation certification program covers.

([PRLEAP.COM](https://prleap.com)) As the online marketing landscape continues to evolve, many marketers, particularly those at small and mid-sized businesses, are finding it hard to keep up with all the changes. To help teach marketers the fundamentals of online marketing, Genoo has introduced a new [Demand Generation certification](#) through the Online Marketing Institute.

The seven-course series, which was designed by Kim Albee, President of Genoo, and Scott Jacobson, President of Your Next Best Step, offers marketers curriculum that will teach them how to drive leads and turn them into sales. The curriculum is ideal for marketers at small and mid-sized businesses, and anyone new to online marketing or looking to broaden their skills.

"Many small and midsize marketers are feeling overwhelmed with all the changes going on today with online marketing. These courses are designed to teach marketers the fundamentals they need to know in order to stay competitive and achieve marketing success," says Kim Albee, President of Genoo and one of the instructors for the course.

"Demand generation," describes marketing programs that increase awareness of and interest for businesses' products or services. The goal of Demand Generation is to convert visitors to websites, social media sites and other marketing activities such as email campaigns into leads. These leads are then nurtured with content until they are in a position to be approached by sales. Demand Generation is a great way to achieve marketing success on a limited budget.

"Many SMBs still treat their websites like a brochure. After taking this course, marketers will be able to use the powerful demand generation tactics they learn to turn their websites into selling devices," said Albee, "This is critical because Sales is changing and online marketing is getting more and more critical for businesses to leverage to achieve their sales and revenue goals."

"Using the demand generation fundamentals we learned from Kim we changed how we created our content and developed calls-to-action in our day-to-day marketing activities. We have seen great results in our lead generation, how we structure our website, and how we can help Sales use social media to network and build relationships," said Caroline Reginato, Marketing Specialist, Voice & Data Networks, Inc.

Genoo Offers New Demand Generation Certification to Teach Fundamentals of Online Marketing

Written by Australian Business

The certification curriculum is ideal for small and midsize business marketers looking to achieving expanded results for their organization, and passing more qualified leads to their sales team. The benefits marketers will receive through this certification include:

- Develop a framework for demand generation marketing in your organization
- Look beyond shallow audience descriptions.
- Learn how to build content that really matters to your potential customers, and will convince them to give you their business
- Receive Demand Generation Marketing credentials in less time than a college course, and for significantly less money
- Be recognized for expertise in Demand Generation Marketing

To learn more about the curriculum and how it was designed, please watch the video with Kim Albee.