

BOOT★CAMP

DIGITAL

Experienced

We are experienced in training and include case studies, examples and activities to reinforce key concepts. Interactive – Engaging – Educational

Top-Rated

Our programs are consistently top-rated because we've worked with the best – from Google to P&G to the United States Senate to General Mills and more!

4-Day Virtual Digital Marketing Boot Camp

Training Program Outline

Used by leading companies including:





4-Day Virtual Boot Camp Itinerary

Day One: Digital Marketing Strategy, Websites & SEO

At the end of this session you'll have a clear digital marketing strategy that links your goals, strategies and objectives. You'll be able to assess the effectiveness of your online foundations (website, SEO and reputation) and build a clear plan to improve.

Digital Marketing Strategy

Learn exactly how to build a solid digital marketing strategy so that you are positioning your business for success. Having a clear strategy in place will maximize your return on investment and get you the results you want. In this section we'll cover:

- Size & importance of digital marketing
- Future trends in digital marketing – growth and future opportunities
- Steps to creating a digital marketing strategy
- Building a strategy from the ground up, including a template
- Tightening your strategic thinking

Websites: Usability, Conversion Planning

The website is the home-base for digital marketing, yet most businesses don't spend time thinking about their website. In this section we'll cover:

- The role of your website in your digital marketing strategy
- Elements of a successful website
- Usability and user-experience
- Site Speed
- Conversion planning
- Conversion optimization

Search Engine Optimization

SEO is one of the oldest and most important aspects of digital marketing. For many businesses, search engine optimization is among the biggest drivers of digital marketing return on investment. In this section we'll cover:

- What SEO is and how search engines work
- Keyword analysis and optimization
- Ranking factors that drive sites to the top of search engines (and content marketing)
- Optimizing your site for search engines
- Off-site optimization for search engines
- Building your search engine optimization plan

(Optional) Power Session: Local SEO

Create a strategy for your local business to rank at the top of local search by optimizing your site, content and more.

(Optional) Power Session: Google My Business

Build and optimize a powerful Google My Business profile with new settings for professional services and those without fixed addresses.

(Optional) Q&A and Office Hours

Connect with an instructor and get individual attention and support

- Ask questions
- Review your plans
- Get feedback on your execution
- Get expert advice on your digital marketing

Day Two: Online Reputation Management, Email, Advertising & Managing Digital Campaigns

Online Reputation Management

Discover the power of online reputation management including review sites and creating a strong brand presence. Audit your online presence and learn how to improve with ratings and reviews.

Email Marketing

Businesses that are using email marketing right are getting big results. Email is still one of the most powerful tools for ROI. In this section we'll cover:

- The role that email marketing plays in a digital marketing strategy
- Growing your email list
- Steps to building an effective email marketing campaign
- Email marketing optimization: List building, subject lines, driving action, best practices
- Email marketing analytics

Online Advertising

Digital ads provide powerful targeting so you can reach exactly who you want efficiently and effectively. In this section we'll cover:



4-Day Virtual Boot Camp Itinerary

- Why digital ads are powerful
- How digital ads are purchased (CPC, CPM, Bidding systems)
- Terminology associated with digital advertising
- Retargeting, programmatic buying and advanced digital advertising features
- Types of digital advertising
- What they are, how they work, when to use them, how to optimize:
- Search ads, display ads, video ads, social media ads, mobile ads

Facebook Ads

Facebook ads are incredibly powerful and have more options to reach customers at every stage of the marketing funnel. In this section we'll cover:

- Creating Facebook Ads for success
- Choosing the Right Objective
- Targeting for success (and advanced pro tips)
- Creating content that connects
- Testing and optimizing
- Structuring your ads smartly

Integrating & Measuring Digital Campaigns

Creating a fully integrated and measurable strategy is the key to your long-term success. In this section we'll cover:

- Integrating digital touchpoints around the consumer
- How to set KPIs and link to objectives
- Choosing the right KPIs
- SSC method of optimization
- Building a measurement program

(Optional) Power Session: B2B Marketing Funnel

Learn exactly how to build a B2B marketing funnel based on the principles of inbound marketing. Build your funnel blueprint and strategy.

(Optional) Power Session: SEO Deep Dive

Dive deep into advanced topics of SEO to power-up your efforts. Learn how to build quality links, research strategies and the tactics that work now. Plus we'll show you top tools to track your success.

(Optional) Q&A and Office Hours

Connect with an instructor and get individual attention and support

- Ask questions
- Review your plans

- Get feedback on your execution
- Get expert advice on your digital marketing

Day Three: Social Media Marketing Strategy & Network Best Practices

Social media marketing is one of the most efficient ways to market and grow a business – yet many businesses don't really understand how it works. We'll cover all of the most important aspects of social media marketing.

Social Media Strategy & Best Practices

Social media continues to be a strategic opportunity for businesses at all stages of the marketing funnel. In this section we'll cover:

- Building a social media strategy
- Best practices for social media
- Where to play in social media
- Community management
- Commenting/response strategy and dealing with negative comments
- 5 Ps method for approaching your social media

Content Strategy & Optimization

Compelling and effective content is the key to your success in social media. Discover how to build a solid content strategy and optimize it for success. In this section we'll cover:

- Building your content strategy
- Content that connects in social
- Image optimization
- Video optimization
- Text optimization
- Measuring content performance

Facebook Marketing

Facebook is by far the largest social network with the most opportunities for businesses. In this section we'll cover:

- Building a solid profile
- Attracting fans
- Balancing paid and organic
- Posting content that connects (Live and Stories)
- Participating as a business
- Other features to consider (groups, events, etc.)



4-Day Virtual Boot Camp Itinerary

Blogging for Business

Blogs continue to be a powerful tool to grow your business and connect with customers. In this section we'll cover:

- What is a blog and why should you have one
- Building a content calendar
- SEO for blog posts
- Headline optimization
- Writing blog posts that get results

(Optional) **Power Session: Image Creation**

We'll give you specific details and demonstrations on how you can create powerful images for your social media strategy.

(Optional) **Power Session: Creating Videos**

Learn exactly how to create compelling videos from concept to filming PLUS we'll show you some of our favorite tools to make great videos quickly.

(Optional) **Power Session: Copywriting Tips**

Craft compelling copy that breaks through and grabs attention. Whether you write emails, web copy social posts or even just business communication, these tips will improve your writing.

(Optional) **Q&A and Office Hours**

Connect with an instructor and get individual attention and support

- Ask questions
- Review your plans
- Get feedback on your execution
- Get expert advice on your digital marketing

Day Four: Measuring Success on Social & Getting Started

Instagram Marketing

Discover how and why to grow your presence on Instagram with best practices. In this section we'll cover:

- Creating a great profile
- Optimizing content and best practices
- Growing your following
- Analytics for success

LinkedIn Business Pages:

Optimize your business profile on LinkedIn and grow your reach. In this section we'll cover:

- Creating a powerful profile
- Grow your audience
- Post content that breaks-through
- Measure your success
- LinkedIn Ads

Twitter Marketing

Twitter continues to be a great way to build visibility and join a global conversation. In this section we'll cover:

- How Twitter works and terminology
- Creating a profile
- Tweeting for success
- Posting tips & best practices
- Participating in the community

Pinterest Marketing

Pinterest continues to grow and provide businesses with exposure and traffic. In this section we'll cover:

- Why Pinterest and how it works
- Creating a profile
- Posting content
- Growing your following

YouTube Marketing

YouTube is the #2 search engine and top video site online. With online video growing it is a huge opportunity. In this section we'll cover:

- How and why to include YouTube
- Top features
- Optimizing your channel
- Optimizing YouTube videos

Efficiency and Workflow

Create efficient workflows and processes to maximize your success. In this section we'll cover:

- Daily/weekly/monthly workflows
- Efficiency and effectiveness tips & tricks
- Insourcing vs. Outsourcing

Building and Prioritizing Your Digital Plan

Finalize and build your complete digital plan. In this section we'll cover:

- HHH digital prioritization model
- Investment/Impact prioritization
- Strategies for success



4-Day Virtual Boot Camp Itinerary

(Optional) **Power Session: LinkedIn Profile**

Optimize your LinkedIn profile and grow your personal presence and reach with this high impact LinkedIn session. Invest in your professional success.

(Optional) **Power Session: Favorite Tools**

We'll share with you some of our favorite tools that will get you better results faster..

(Optional) **Q&A and Office Hours**

Connect with an instructor and get individual attention and support

- Ask questions
- Review your plans
- Get feedback on your execution
- Get expert advice on your digital marketing