

BOOT★CAMP
DIGITAL



VIRTUAL
BOOT★CAMP

Live Online Classroom

Get Better Results Faster with Up-to-Date SKILLS

Today's digital world is fraught with noise. It's difficult to make sure you **really** understand digital marketing and can **implement what works.**

Accelerate your success with proven strategies, advanced tools, tips, and tricks. Boot Camp Digital's top-rated workshops give you the edge.

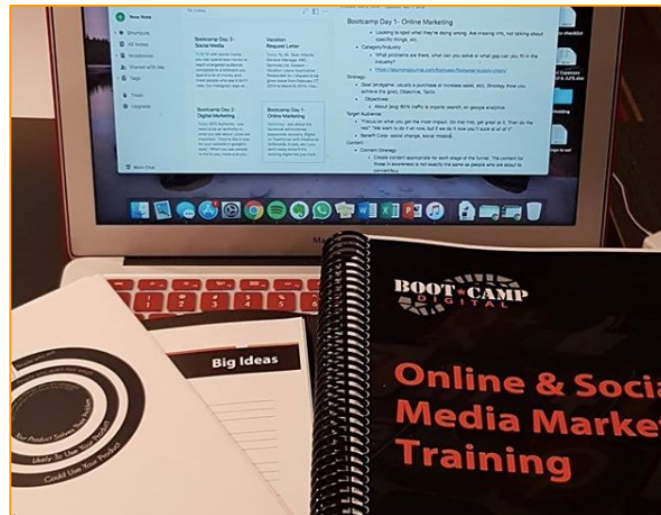


Digital Marketing Boot Camp

The Digital Marketing Boot Camp is designed to give you a complete guide, start to finish, on how to effectively use and grow your brand through social media and online marketing. Our intimate setting allows us to learn about you and cater examples, strategies, and conversations to your brand and industry.

Featuring:

- Live Demonstrations
- Action Planning
- Tool Demos
- Tips and Tricks
- Marketing Strategies
- Case Studies
- Q&A and 1:1
- Earn your certification



Hired By Leading Companies Including:



P&G
Prudential



Capital One
GENERAL MILLS

FIFTH THIRD BANK
Google

GREAT AMERICAN
INSURANCE COMPANIES
verizon

ClickZ
★macy's

GP
Georgia-Pacific
RE/MAX

10 Years of Rave Reviews

Our Boot Camp is consistently highly-rated by attendees because we provide an intimate, practical, and impactful program.



Jackie Wiegert Klotz reviewed Boot Camp Digital — 5★

February 26, 2016 · 🌐



Hands down, one of the best classes/training sessions I have taken! The 4 day digital boot camp is truly one of a kind in the content provided. I highly recommend this class to anyone who is looking to grow and promote their business online!



Erin Vieira reviewed Boot Camp Digital — 5★

May 4, 2016 · 🌐



This was an extremely beneficial training! I took the full 4 day course and I highly recommend all 4 days...It's amazing what you'll learn and take with you!

Jennifer Rose



10/26/2018

I was skeptical about taking the Boot Camp because I grew up with social media, but WOW, I was amazed by what I learned. There were so many strategies that I hadn't thought of and lots of tricks that I didn't know about. I now have a much stronger plan in place and the confidence to deliver it. This was great value for my money and I have already made some small changes that are getting results.



Maria A. Gagliardi reviewed Boot Camp Digital — 5★

July 8, 2017 · 🌐



Just finished the 4 Day Boot Camp in San Francisco and just loved it. It was informative and interactive. I'll be encouraging other team members to attend for sure. Allison and Kole are great!



Rakesh Guduru

1 review

★★★★★ 3 weeks ago

Great course! love the team and the energy.



Christina Onolaja reviewed Boot Camp Digital — 5★

April 30, 2016 · 🌐



Krista really knows her stuff! This was the best training I've been to in a long time. The material was well presented and relevant. I look forward to putting the things I learned into practice!



Claudia Herrera

1 review

★★★★★ 3 weeks ago

Thank you, Allison and Melissa! Extraordinary Digital Marketing Bootcamp :)

Results-Driven Content

We also give you a community to keep your skills fresh after the program.



Rakesh Guduru is 🤪 feeling crazy.

15 hrs · Add Topics

Allison Chaney, thanks for the amazing insights on the web optimization. Hopefully, I applied all the tips and tricks you thought us here. Had a great fun learning! 🤪 You are the first person to preview this... 🤪 Please let me know your thoughts. 🤪🤪🤪 <http://bit.ly/2QyT9jj>

A big shout out to Digital Marketing Insiders for giving us such an amazing mentor.

#AmazingMentors #bootcampdigital #DigitalMarketing #LifeHacks
#digitalguru #greatcourse



Natalie Gardner

3 reviews

★★★★★ a month ago

Fantastic program! This team keeps the classes fairly small to give attention to all (which I love), they ask/listen to what the class is most interested in learning and customizes the days of accordingly. Not only do they teach the most up to date info on digital marketing and social media but they also give students time to implement and ask questions before heading back to the grind. Thank you Boot Camp Digital! Highly recommend!



Anne Cahill

November 10 at 7:12 PM · Add Topics

Big thanks again to Allison Chaney and Melissa Byers at Boot Camp Digital for a great training in Miami! Super positive experience and I am already working on my checklists 🤪 Question: Any downside on deleting a personal page on FB? We spend more time on our Fan Page, and I will keep mine, but I want to delete Joe's but not sure if Facebook penalizes you. Any advice would be terrific. Thks 🤪



pheonhawkjones • Following
Miami Beach, Florida

pheonhawkjones Graduation Day!

I am now certified in social media marketing!
#education #marketing #miami
#bootcampdigital #newlevel #success
#motivation #fun #banklife #epic
joda.gam Congrats capo
loshannyve oooh now i get it lol
loshannyve congrats 🤪



miacupuncturestudio • Follow

miacupuncturestudio Finishing out this week in Chicago with @bootcampdigital 🤪. Although I grew up during the digital age, there's always room to learn and grow 🤪. Who else is a student for life?! 🤪

#miacustudio #holisticmedicine
#digitalmarketing #stayhungry
#bootcampdigital #acupuncture
#humanexperience #explore #stevejobs
melaniebors Meee 🤪

Who Should Attend?

This program is designed to help those with no experience to quickly acquire the skills they need for success and for experienced marketers to take their digital skills to the next level. The program is comprehensive and will give you everything you need to get real results.

Who Should Attend?

The Boot Camp is appropriate for beginner or intermediate practitioners. Our attendees come from a variety of backgrounds, including:

- ★ Seasoned professionals wanting to keep their skills up-to-date or learn new skills
- ★ Marketing professionals
- ★ Agency professionals
- ★ PR professionals
- ★ Social media marketers looking to take their results to the next level
- ★ Freelancers and solopreneurs
- ★ Entrepreneurs wanting to get results
- ★ Non-profits
- ★ Government organizations
- ★ Job seekers wanting the most in-demand skill

Whether you are new to digital marketing or have experience – this program will give you countless ideas and actionable strategies to get results.

Why You Should Attend

- ★ You aren't getting the results you want from digital marketing and need to develop a more strategic plan to grow your return on investment.
- ★ You want to keep your organization up-to-speed on the latest digital tools that are driving businesses.
- ★ You are a business professional who doesn't fully understand the leading digital tools.
- ★ You want to keep your skills up-to-date.
- ★ You are tired of outsourcing your social media marketing and think you can do a better job.
- ★ You are a savvy business professional who wants to lead your organization in adopting new technology.
- ★ You are executing social media or digital marketing and want to be sure that you are using best practices and driving meaningful results.

Get recognized for your expertise and knowledge.

BOOT★CAMP
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**CERTIFICATION
PROGRAMS**

Course Content

4-Day Virtual Live Boot Camp

The Digital Marketing Boot Camp is four days PACKED with content to help you succeed. We give you strategies, tactics, tools, and tips to take your results and knowledge to the next level. Plus, we've included the 1:1 time you need to get individual support or help implementing.

9 AM – 1 PM EST: Instruction

Our digital training instruction is highly interactive and includes demonstrations, best practices, and tips. The instruction time covers the core material of the Boot Camp in an engaging, practical, and actionable way.

Instruction time includes breaks, break-out sessions, and interactive elements to keep you learning and engaged.

2 PM – 3 PM EST: Power Sessions (optional)

Power Sessions are optional sessions focusing on diving deep into a specific topic. These sessions show you exactly how to get results for your business and last 30 minutes to an hour.

You can choose to join these sessions based on your needs. All sessions are recorded and can be viewed at any time.



3 PM – 5 PM EST: Q&A and Office Hours (optional)

Each day, we have 2 hours for open Q&A and office hours. This allows you to 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

Post-Training 1:1 Consultation

After the training, you'll get a 1- hour personalized session to book when you are ready. This is a perfect opportunity to take advantage of a seasoned expert to give you feedback, support, and ideas to improve your results.

This session can be booked up to 60 days after the session at your discretion.

Please see www.bootcampdigital.com/virtual for dates and to register.

Schedule

Day 1: Digital Marketing Strategy, Websites & SEO

9 AM – 1 PM – **Interactive classroom instruction**

- Strategy
- Conversion Planning
- Websites
- Google Analytics
- SEO

1 PM – 2 PM – Break

2 PM – 2:30 PM – **POWER SESSION: Local SEO** (optional)

2:30 PM – 3:00 PM – **POWER SESSION: Google My Business** (optional)

3 PM – 5 PM – **Q&A and Office Hours** (optional)

Day 2: Online Reputation Management, Email, Advertising & Managing Digital Campaigns

9 AM – 1 PM – **Interactive classroom instruction**

- Online Reviews
- Email
- Ads (Search, Social, Display, Video)
- Facebook Ads
- Implementation and Integration
- Measurement

1 PM – 2 PM – Break

2 PM – 2:30 PM – **POWER SESSION: B2B Funnel Building** (optional)

2:30 PM – 3:00 PM – **POWER SESSION: SEO Deep Dive** (optional)

3 PM – 5 PM – **Q&A and Office Hours** (optional)

Day 3: Social Media Marketing Strategy & Network Best Practices

9 AM – 1 PM – **Interactive classroom instruction**

- Social Media Strategy and Best Practices
- Content Marketing Strategy
- Content Creative
- Content Best Practices
- Building Your Social Media Presence
- Community Management
- Facebook (organic)
- Instagram

1 PM – 2 PM – Break

2 PM – 2:30 PM – **POWER SESSION: Video Creation** (optional)

2:30 PM – 3:00 PM – **POWER SESSION: Image Creation** (optional)

3:00 PM – 3:30 PM – **POWER SESSION: Copywriting Pro Tips** (optional)

3:30 PM – 5 PM – **Q&A and Office Hours** (optional)

Day 4: Measuring Success on Social & Getting Started

9 AM – 1 PM – **Interactive classroom instruction**

- Blogging
- LinkedIn for Business
- Pinterest
- X/Twitter
- YouTube
- Social media efficiency and workflow
- Building and prioritizing a plan

1 PM – 2 PM – Break

2 PM – 2:30 PM – **POWER SESSION: LinkedIn Profile Optimization** (optional)

2:30 PM – 3:30 PM – **POWER SESSION: Reviewing our Favorite Tools** (optional)

3:30 PM – 5 PM – **Q&A and Office Hours** (optional)

What's Included

The Virtual Boot Camp includes tremendous value:

- 4 days of instruction (9 AM – 1 PM EST each day)
- 2 Power Sessions each day covering additional topics
- 2 Hours of open Q&A and office hours to get individualized support from an expert instructor
- 1-Hour 1:1 consultation after the Boot Camp
- Access to recordings of all sessions for one year
- Templates, Downloads, Tip-Sheets, and QuickStart Guides to implement what you learn
- Digital Marketing That Actually Works book mailed to you (\$15 value)
- Implementing Digital Marketing That Actually Works Action Planner sent to you (\$30 value)
- Launch Yourself! Personal Branding book sent to you (\$15 value)
- 12 Months of access to our online library and certifications (\$1200 value)

Day 1: 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 build a clear plan to improve.

Digital Marketing Strategy:



Learn exactly how to build a solid digital marketing strategy to position 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:

- The size and importance of digital marketing
- 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

Website Analytics:



Analyzing your website is a key component of measuring the success of your digital marketing. In this section we'll cover:

- Key terms associated with website measurement and setting KPIs
- Analyzing the traffic to your site
- Differentiating between high-quality and low-quality traffic
- Understand the behavior of website visitors
- Using analytics to drive insights and optimization

Search Engine Optimization:



SEO is one of the oldest and most important aspects of digital marketing and often the biggest driver of ROI. This section will cover:

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



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.



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.

Day 2: 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 branded 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:

- 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.

- 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 ad 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 marketing funnel stage.

- 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 and Measuring Digital Campaigns:



Creating a fully integrated and measurable strategy is the key to your long-term success.

- 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



POWER SESSION: B2B MARKETING FUNNEL

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



POWER SESSION: SEO DEEP DIVE

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

Day 3: 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 marketing funnel stages.

- 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
- 6 Ps method for approaching your social media

Content Strategy and 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.

- Build 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.

- 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.)

Blogging for Business:



Blogs continue to be a powerful tool to grow your business and connect with customers.

- 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

POWER SESSION: IMAGE CREATION

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

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.

POWER SESSION: COPYWRITING TIPS

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

Day 4: Measuring Success on Social & Getting Started

Instagram Marketing:



Discover how and why to grow your presence on Instagram with best practices.

- Create 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.

- Create a powerful profile.
- Grow your audience
- Post content that breaks through
- LinkedIn Ads

Twitter Marketing:



Twitter continues to be a great way to build visibility & join a global conversation.

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

Pinterest Marketing:



Pinterest continues to grow and provide businesses with exposure and traffic.

- 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.

- 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.

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

Building and Prioritizing Your Digital Plan:



Finalize and build your complete digital plan.

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



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.



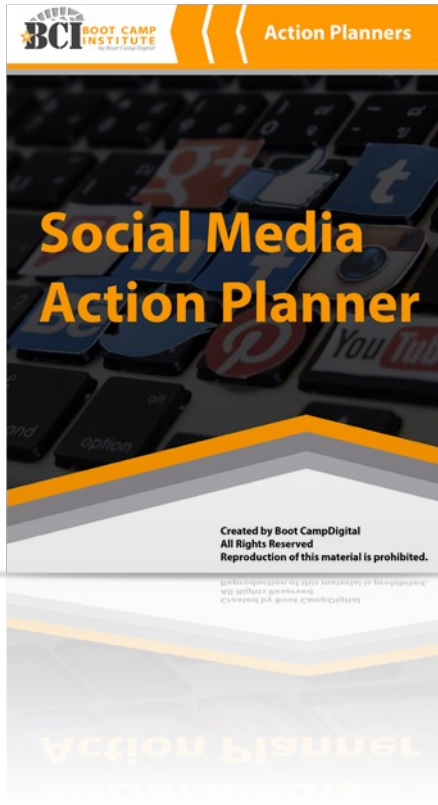
POWER SESSION: FAVORITE TOOLS

We'll share some of our favorite tools to get you better results faster.

Tools To Implement

Boot Camp Digital goes beyond simply transferring knowledge – we incorporate job aids to support successful implementation of digital marketing principles and best practices. With various resources ranging from strategic to tactical optimization, we help participants get real results quickly.

Templates



Quick-Start Guides



Checklists



Tips & Tricks



Strategy



BONUS: Online Access

You'll get BONUS online access to our entire library of content through our All Access Pass for 12 months. You can brush up before the Boot Camp and dive in afterward.

50+ hours of Master Classes, packed full of insightful information to ensure better results faster and solidify your knowledge of Digital Marketing. Our modules are cross-platform (Mac and PC) and can be viewed on your laptop, tablet or smart phone.

Action-Planners, Quick-Start Guides, Checklists, Tips & Tricks, and more to ensure your success



Industry-recognized certificate for display on your webpage, social media, and LinkedIn™ Profile



Weekly one-on-one office hours with one of our highly-qualified trainers to ask questions regarding the curriculum and how to apply it to your business.



FREE Digital Marketing Tools course keeps you up-to-date with the latest tools of the trade



High-impact webinars that provide inspiration and practical ideas for digital marketing in a fun, fast and informative way.



3-month membership to Digital Marketing Insiders; featuring industry news, trend reports, innovation briefs, Live Q&A, and more!

BONUS: Digital Marketing Insiders

As a BONUS, you get access to our exclusive community of experts, Digital Marketing Insiders, from the day you purchase until one year after the Boot Camp. This is where you can stay up-to-date, get expert advice, and join an engaged community with expert interviews and cutting-edge knowledge.



Monthly LiveCast

- 30 minute Digital News Brief with the latest digital news translated for you.
- Live Q&A call where we answer all of your questions about digital marketing.



LiveCast & Q&A Archives

- Watch all of our past LiveCast recordings and Q&A sessions.
- Includes summaries and links to important articles referenced on call.



Submit Questions

- Submit questions to be answered in the LiveCast (ask anything – review your site, questions, best practices, or more...)
- Q&A is recorded so you can view the answers at any time.



BONUS MATERIAL! Innovation Reports

- Innovation Reports cover the latest new areas of digital marketing.

Boot Camp Details

Date and Location:

Go to www.bootcampdigital.com/virtual to see the upcoming dates. Our schedule is based on EST; however, we have participants from around the globe.

Investment:

The entire four-day workshop, including training, power sessions, 1:1 office hours, consultations, and materials, is **\$2997**. PLUS, you'll get online access from the moment you sign up, AND you can access the course content for up to a year after you attend.

What is Included:

Included in your registration, you get:

- ✓ Four days of amazing content
- ✓ Action planners, handouts, and guides
- ✓ A digital version of all materials
- ✓ Recording of the sessions (and access for 1 year)
- ✓ Access to our online training for 12 months (\$97/month value)
- ✓ Individual consultation after the Boot Camp
- ✓ Copies of our **NEW** books and action planners mailed to you
- ✓ Q&A and 1:1

*Our Programs Always Sell Out
– Reserve your Seat
Immediately.*



Ready to Join Us?

Our courses always sell out, so reserve your seat to join us now!

www.BootCampDigital.com/virtual



513.223.3878



info@bootcampdigital.com





Why
BOOT★CAMP
DIGITAL

What Makes This Different?

This isn't a mega-conference – it is a comprehensive workshop designed to get you better results faster with the leading strategies, tactics, and tools you need to accelerate your skills. This is practical, actionable, and hands-on.



Small + Intimate

This is a workshop rather than a mega-conference. We limit attendance to create a small and intimate environment where you can have all of your questions answered. You'll have the opportunity to ask questions and receive personalized attention. We also have designated 1:1 time for you to get support.



Comprehensive Workshop

The comprehensive workshop covers digital marketing from start to finish. Don't waste your time learning bits and pieces here and there. Get everything you need to know to be successful in one place and save hundreds of hours and countless mistakes.



Interactive, Engaging, and Hands-On

Most people don't just learn by listening – they learn by doing. This workshop is hands-on, engaging, and interactive. You'll create and experiment during the workshop in an atmosphere that keeps you engaged and exercises that will get results.



Proven Successful Strategies + Actionable Tactics

Discover the strategies that set the basis for success and actionable tactics that can supercharge your results. This program covers everything from strategy to tools, tips, and tricks to help you get more from your digital marketing execution.



Tools, Templates, and Resources

Get everything you need to implement your knowledge with proven templates, tools, and resources. Our Planning Templates, QuickStart Guides, Tip Sheets, and Checklists keep you focused and help you get results – even after the training program.



Industry Recognized Certification

Earn your industry-recognized certification that is trusted by tens of thousands of marketers from around the globe.



Testimonials

Testimonials

"I found the social media presentation to be the most useful and relevant information I have ever attended. 10 out of 10!"

Darlyne Koretos,
Executive Services Corps

"Boot Camp Digital is an excellent way to not only learn about social media and internet marketing, but feel comfortable talking about it with anyone after. Krista provides useful information in easy to understand presentations!"

Mike Brown

"Boot Camp Digital's training allows us to stay current – even ahead of the game – when it comes to internet marketing and social media tools and strategies. Excellent customized training that fit our needs."

Annie McManis

"I took 30 pages of notes and that's not something I've ever done at a seminar before. I've been using what I learned to expand the social media footprint of my business in ways I hadn't considered before the seminar. Thanks for putting together a clear and easy to understand approach to social media. I would strongly recommend this program to anyone that is interested."

Clay Caldwell

What Certification Does For You

Our certifications are an investment in your future. Certified graduates have the knowledge and expertise to be recognized as experts. Showcase the valuable skills you developed during the training course to employers and clients, and advance your career today. You'll wonder how you ever got along without it.



"What I thought would be a refresher course for someone who has grown up using social media was so much more insightful. I now have the knowledge to implement a campaign and measure it's success more efficiently!"

Chelsey Bieser



"The discussion portions of the presentation were extremely beneficial. It is nice to apply the concepts to clients as you learn about them, rather than try to recall them later."

Michael Bruton



"Boot Camp Digital created a wonderful Social Media Certification Program... I would highly recommend Boot Camp Digital's training courses to anyone."

Amanda Lienemann



Thousands of Marketers Certified



Melissa Byers
Head of Global Customer Success
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513.223.3878

BOOT★CAMP
D I G I T A L

Thank You!