

BOOT★CAMP
DIGITAL



BOOT★CAMP
digital marketing + social media

4-Day Program

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.**

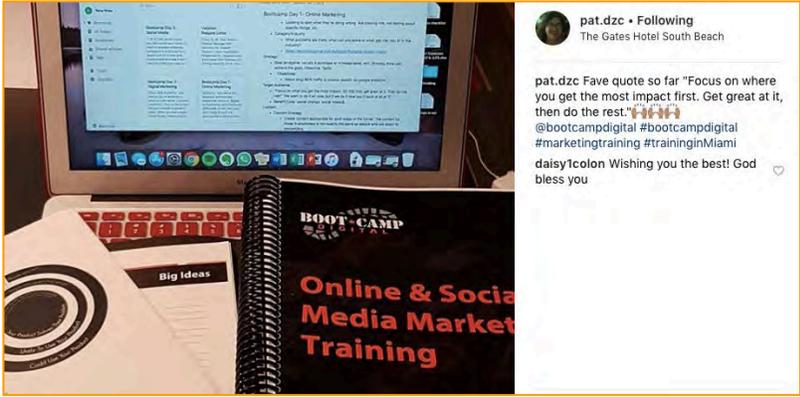
Accelerate your success with proven strategies and advanced tools, tips, and tricks. Boot Camp Digital's top-rated workshops give you the edge.

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 conversation to your brand and industry.

Featuring:

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



Hired By Leading Companies Including:



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 —   ...

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 —   ...

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 —   ...

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 —   ...

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

★★★★★ 8 months 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!



 **pheonhawkjones** • Following
Miami Beach, Florida

pheonhawkjones Graduation Day!

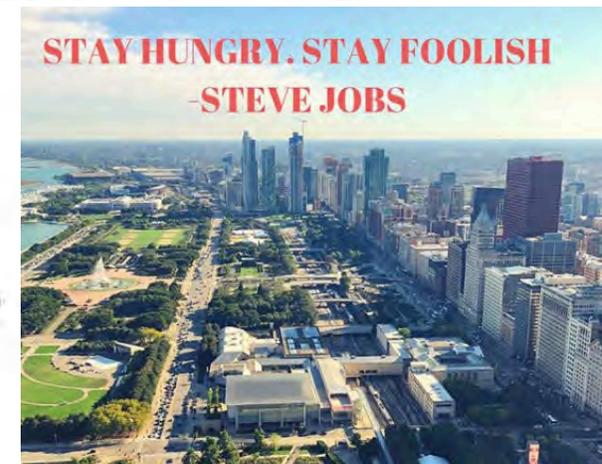
I am now certified in social media marketing!
#education #marketing #miami
#bootcampdigital #newlevel #success
#motivation #fun #banklife #epic
joda.gam Congrats capo
loshannyve oohh now i get it lol
loshannyve congrats 🎉



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 🤪



 **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 that 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.

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**CERTIFICATION
PROGRAMS**

Course Content

Agenda Overview

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.

Day 1: Digital Strategy, Websites, SEO & Online Reputation Management

Prior to jumping into the tools, it is important to create a digital marketing strategy. First we'll cover the steps to creating a digital marketing strategy, building a strategy from the ground up, and integrating digital into your existing marketing plans. Then we'll focus on what you need to take your web presence to the next level. We dive into what it takes to get results from your site, how to measure success, and optimize for search.

Day 2: Email, Advertising, Mobile & Managing Digital Campaigns

Email marketing remains one of the best and most effective ways to reach customers and drive action. We cover the steps to building an effective email marketing campaign, including legal compliance, optimization tips and measuring results. Digital ads provide powerful targeting so you can reach exactly who you want. We'll dive in to the types of digital advertising, what they are, how they work, when to use them, and how to optimize. We'll wrap up by covering how to create a solid digital marketing strategy and measure the success of your efforts.



Day 3: Social Strategy & Network Best Practices

Successful social media starts with strategy. This section will cover the proven steps to building a social media strategy that gets results, including creating a stellar content strategy. Next, we'll dive into each social network, including how businesses use them, best practices, and content optimization. We'll provide a framework to use to choose which social networks are your best investment.

Day 4: Measuring Success on Social & Getting Started

Continued in-depth coverage into Facebook, Instagram, LinkedIn, Twitter, Pinterest, YouTube/video Marketing and blogging. Take your success with social media to the next level with actionable tips, strategies and tools. In this section we'll provide you what you need to set up your efforts for maximum efficiency and effectiveness.

Day 1: Strategy, Websites, SEO & Reputation Management

Whether you are responsible for a website or just social media, understanding how everything works together and being able to measure your success will improve your results.



Digital Marketing Strategy:



See 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:

- 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
- Integrating digital marketing into existing marketing plans

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
- 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
- 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. For many businesses, search engine optimization is among the biggest drivers of digital marketing return on investment. 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

Online Reputation Management:



Discover the power of online reputation management including review sites and creating a strong branded presence.

Day 2: Email, Advertising, Mobile & Managing Digital Campaigns



Dive into how email marketing and digital advertising can be a part of your marketing strategy. Learn exactly how you can grow and target your audience, and how to optimize content to grow your results.

Email Marketing:



Businesses that are using email marketing right are getting big results. While email marketing doesn't receive a lot of attention, it is still one of the most powerful tools to drive return on investment. In this section we'll cover:

- The role that email marketing plays in a digital marketing strategy
- Email marketing legal compliance
- 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. In this section we'll cover:

- 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

Mobile Marketing:



Mobile marketing isn't a silo in digital marketing – the reality is that we are marketing in a mobile world. This section will cover the core components of mobile to consider in your digital strategy:

- Mobile website optimization
- Mobile search
- Mobile ads
- Mobile email
- Mobile apps
- Mobile shoppers, future of mobile + trends

Managing Digital Campaigns:



Much of digital marketing is "always on" meaning that it is constantly running. That being said, there are still digital campaigns that focus on specific marketing objectives. This section will focus on managing digital campaigns:

- Planning a digital campaign vs. ongoing digital marketing
- Harnessing the power of digital technology in integrated campaigns
- Steps to building integrated digital campaigns

Creating and Measuring a Digital Strategy:

We'll wrap up by covering how to create a solid digital marketing strategy and measure the success of your efforts.

Day 3: Social 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 Overview:



Before diving into social media we'll take a look at the size and scope of social media and how businesses are using social networks to drive results. We'll discuss how social media fits into a successful marketing plan.

Social Media Strategy:

This section will cover the proven steps to building a social media strategy that gets results. We'll focus on the first four steps below (the others will be covered throughout the training):

- 1) Listening and assessing the landscape** – Discover the top social listening tools that you can use to inform your social media strategy.
- 2) Defining your marketing strategies** – Identifying achievable marketing strategies is the key to your social media marketing success. Learn how to build actionable strategies and objectives that maximize your business results.
- 3) Identifying your target audience** – A clear target audience will improve your success in social media. Learn how to clearly define the audiences that you want to reach.
- 4) Creating your content strategy** – Content is the key to social media success. Create a clear content strategy that can be implemented across social networks.



Social Media Best Practices:

We'll cover best practices that apply across social networks and drive better results in your social media marketing. This section will set you up for success! In this section we'll cover:

- Implementation best practices
- Commenting/response strategy and how to deal with both negative and positive comments
- Content optimization tips that apply across social networks

Social Networks:

We'll provide a framework to use to choose which social networks are your best investment. For each social network we'll cover:

- How the network works
- How big it is
- Who uses it
- How businesses use it (with examples and case studies)
- Setting up your business on the network
- Best practices
- Tips, tricks, and optimization



Day 4: Measuring Success on Social & Getting Started

Facebook ads are among the most robust digital ads available for businesses. Yet many businesses don't maximize their results from their ads because they aren't set-up correctly, don't have a good workflow, or aren't optimize. Get the most from your ads strategy.

Social Networks Continued:

Continue in-depth coverage of the following social networks:

- Facebook
- Twitter
- LinkedIn
- Blogging
- Instagram
- Pinterest
- YouTube / video marketing

We'll also provide an overview and top-level discussion of how businesses are using other social networks including: SnapChat, Tumblr, Slideshare, Flickr, discussion forums, review sites, and more.

Efficiency and Effectiveness:



Improve your results and ROI by improving your efficiency and effectiveness in social media marketing. This section will help participants take their success to the next level with actionable tools, strategies and tips to get more from their approach including:

- **Visual Social Marketing** – creating powerful visuals to support your strategy
- **Tools to Drive Success** – Using tools to get more from your social media implementation (and how to choose the right tools)



- **Creating Workflows** – Creating social media workflows using proven tools to stay focused on what counts
- **Time Management** – Managing your time to maximize your results and improve your return on investment
- **Strategies for Success** – Strategies that will help you stay focused and improve your results.

Measuring Social Media:



Measuring social media is absolutely vital to driving results from social media. In this section we'll cover:

- Measurement and reporting tools (and when you need them)
- Analyzing the results of your efforts
- Adapting your strategy to improve results
- Choosing KPIs to judge your success
- Calculating ROI

Getting Started Successfully:

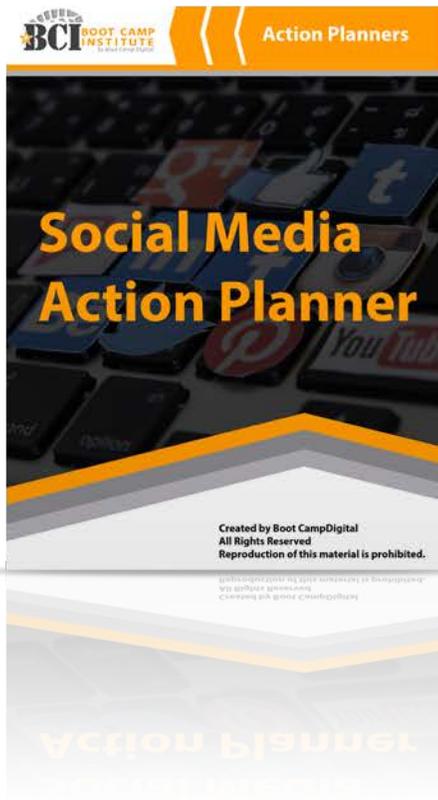
As we close the session, we want to make sure that you have everything you need to successfully implement you social media strategy. This section will include:

- Choosing where to start
- Putting together your work progress (daily, weekly, monthly)
- Prioritizing your next steps

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 a variety of resources ranging from strategic to tactical optimization, we help participants to get real results quickly.

Templates



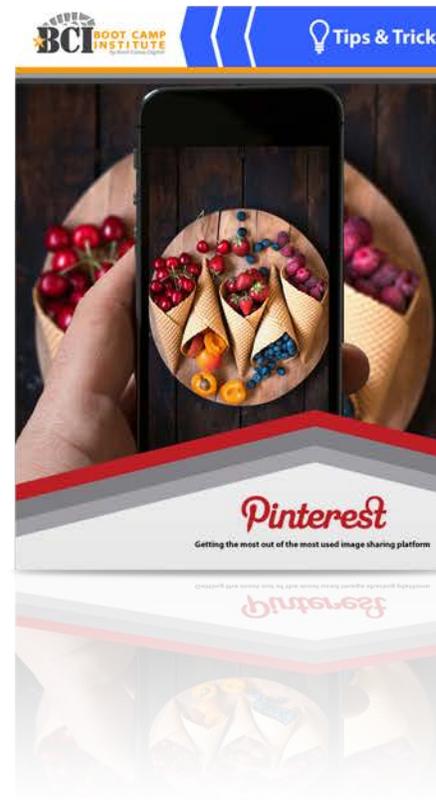
Quick-Start Guides



Checklists



Tips & Tricks



Strategy



BONUS: Online Access

You'll get BONUS online access to our entire library of content through our all access pass from the date you purchase until three months after the Boot Camp. You can brush up before the Boot Camp and dive in afterwards.

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 three months 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.

DIGITAL ★ MARKETING INSIDERS

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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:

We offer this program three times a year at a major city in the US. Go to www.bootcampdigital.com/live to see the upcoming program. The program runs from approximately 9:00 am – 5:00 pm each day.

Investment:

The entire four days including lunch, coffee, snacks and a BONUS Happy Hour (YAY!) is **\$2997**. We wanted to make this program affordable for everyone.

What is Included:

Included in your registration you get:

- ✓ Four days of amazing content
- ✓ Action planners, handouts, and guides
- ✓ Digital version of all materials
- ✓ Access to our online library from the day you purchase until three months after the course (\$97/month value)
- ✓ Access to Digital Marketing Insiders from the day you purchase until three months after the course (\$27/month value)
- ✓ Copies of our **NEW** books and action planners
- ✓ Meals, snacks, coffee and happy hour ;-)
- ✓ 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/live



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info@bootcampdigital.com





Why
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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 that 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 you results.



Proven Successful Strategies + Actionable Tactics

Discover both the strategies that set the basis for success as well as actionable tactics that can super-charge 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 what you've learned with proven templates, tools, and resources. Our Planning Templates, Quickstart Guides, Tip Sheets, and Checklists keep you focused and help 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



Thousands of Marketers Certified

WELCOME
BOOT CAMP
DIGITAL
Social Media Marketing

Analytics
This Then That (TTT)
Customize

BOOT CAMP
DIGITAL

Get Your [unclear] [unclear]

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 your valuable skills 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



Melissa Byers
Digital Training Manager
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Thank You!