

DIGITAL MARKETING



This foundational program offers valuable insights into creating and implementing digital marketing strategies that are applicable across multiple platforms. Learn how to create an effective digital marketing strategy that integrates various approaches and tactics into a cohesive plan. Participants will learn to select the most effective digital tactics and channels for their business, explore software options, and acquire strategies to optimize both paid and organic media.

To maximize the benefits of this program, prior completion of the Marketing Essentials Program or relevant marketing experience is recommended.

Learn digital marketing foundations including:

- **Target audience experience:** enhance user experience by focusing on thoughtful design, strategic content creation, and optimal functionality
- **Strategic content creation:** develop content that aligns with target audience interests and values, while also contributing to effective search engine optimization (SEO)
- **Content distribution:** set the goal, define the target, select tactics, establish a budget, set the timeframe, and develop messages for effective sharing
- **Results analysis using analytics:** learn to measure and analyze effectiveness of digital marketing efforts with analytics to drive data-informed decisions and optimize performance

Digital Marketing is for you if:

- You're a small business owner, nonprofit manager, or aspiring entrepreneur
- You have completed the Marketing Essentials Program or have some prior marketing experience
- You have marketing responsibilities
- You're looking to increase results of your digital marketing efforts

Section 1: Owned	
Topics	Skills, Knowledge and Abilities
Website	<ul style="list-style-type: none"> • Registering and controlling a domain name • Selecting a host • Navigating a CPanel interface • Becoming 'Googleable' (new customers/new product) <ul style="list-style-type: none"> ○ Defining SEO ○ Understanding Backlinks • Understanding Google PageRank • Gathering and posting testimonials • Referrals • Website statistics (Google my Business) • Avoiding Blackhat SEO
Email	<ul style="list-style-type: none"> • Value of domain email vs generic • Set up of domain email account • Switching from generic to domain email • Email as a marketing tool – list management (MailChimp)
Blog	<ul style="list-style-type: none"> • Value of Blogs <ul style="list-style-type: none"> ○ Shareable content source ○ ENect on SEO • Developing content • Publishing Blog content ('guest' blogging)
Owned media and content as a source for Shared media	<ul style="list-style-type: none"> • Disseminating website content into social media posts • Become generous with knowledge • Develop landing page links • A/B testing of media (online & tangible) • Develop an organizational authentic voice and vocabulary • Develop and deploy a consistent style and schedule for content posting
Section 2: Shared	
Topics	Skills, Knowledge and Abilities
Maintaining a Social Media presence	<ul style="list-style-type: none"> • Sales content (ads) vs Marketing content (posts) • Using demographics and psychographics to select appropriate channels • Recognize what is *NOT* shareable (ads) • Time/ENort commitment • Maintaining engagement <ul style="list-style-type: none"> ○ '411' style rules • Pros & Cons of scheduling posts • Understand message quality (consistent

	<p>voice)</p> <ul style="list-style-type: none"> • Required resources (tools (text editor, spell check, critique), time and quality control) • Life span of post (frequency) • Decide what can be done 'in-house' and when to outsource to a professional photographer or designer • Measuring ROI • Navigating negative Social
Text based SM	Use an example such as 'X' (Twitter) Reddit, Discord or Threads to illustrate the concepts above and develop shareable content from a website post
Static image SM	Use an example such as 'Pinterest' or 'LinkedIn' to illustrate the concepts above and develop shareable content from a website post
Video based SM	Use an example such as YouTube or Instagram Stories to illustrate the concepts above and develop shareable content from a website post
Podcast	Multiple platforms are available
Paid (Supplemental to the above core course content)	
Topics	Skills, Knowledge and Abilities
Developing & deploying paid advertising	<ul style="list-style-type: none"> • Set the goal • Define the target • Select the tactics • Establish a budget • Set the timeframe • Develop message(s)

*Suggested tool

Note for Instructors: It is advised to spend a couple of hours on day one to revisit the Ansoff model and the Sales Funnel to provide a refresher to those who have been through the Marketing Essentials program and establish an introductory footing to those few who invariably sign up for this program first.