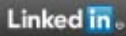




Our six-week **Digital Marketing** program includes a personal coach and is designed to give your team a fast-track, no-nonsense approach to leveraging digital marketing tools & techniques — developing the understanding and know-how to increase awareness and generate pipeline opportunities. Plan to spend one hour or less each week for 6 consecutive weeks.



Principles of Digital Marketing

A Step-by-Step Program for developing Digital Marketing Tools, Techniques and Know-How for Modern Marketers

What You Get

- ☛ Coaching, presentations, and assets delivered via live weekly webinar
- ☛ Individual analysis and assessment
- ☛ Six live weekly webinars will teach the principles of digital marketing tools & techniques
- ☛ Individual assignments and measurements with personalized feedback
- ☛ 1-to-1 coaching access as often as needed throughout course duration

<u># of Students per Company</u>	<u>Price per Student</u>
One Person	\$1,500
2 - 10 Person Cohort	\$1,350 (10% Discount)
11 - 20 Person Cohort	\$1,200 (20% Discount)
25 Person Cohort (max)	\$1,000 (33% Discount)

Week	Topic	Key Learnings
1	Defining the Landscape	<ul style="list-style-type: none"> • Defining Digital Marketing • What are the integration points • How to get started • Sketching out a plan
2	Setting and Connecting with Your Target Market	<ul style="list-style-type: none"> • What are buyer personas? • Why are buyer personas important in digital marketing? • What is the buyer's journey? • Who is your buyer persona and what is your value proposition to them?
3	Content for Your Target Persona	<ul style="list-style-type: none"> • What are the key stages in the buyer's journey? • How do I create content my buyer needs? • What type of content is needed at each stage of the buyer's journey?
4	Reaching Your Audience	<ul style="list-style-type: none"> • Social Media for building followers and driving traffic. • Paid Social to drive traffic and response. • Different types of Paid Search and how to use them effectively. • Integrating outbound and other forms of marketing into my digital efforts.
5	Website and Search Engine Optimization	<ul style="list-style-type: none"> • The basics of good website design • How your website gets found (search engine optimization) • Landing pages and lead capture
6	Automation, Lead Nurturing and Lead Progression	<ul style="list-style-type: none"> • The basics of marketing automation • What is Lead Nurturing? • Ways marketing can help progress leads

