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.

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

<table>
<thead>
<tr>
<th># of Students per Company</th>
<th>Price per Student</th>
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</thead>
<tbody>
<tr>
<td>One Person</td>
<td>$1,500</td>
</tr>
<tr>
<td>2 - 10 Person Cohort</td>
<td>$1,350 (10% Discount)</td>
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<tr>
<td>11 - 20 Person Cohort</td>
<td>$1,200 (20% Discount)</td>
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<tr>
<td>25 Person Cohort (max)</td>
<td>$1,000 (33% Discount)</td>
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</tbody>
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<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Key Learnings</th>
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| 1    | Defining the Landscape | • Defining Digital Marketing  
• What are the integration points  
• How to get started  
• Sketching out a plan |
| 2    | Setting and Connecting with Your Target Market | • 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 | • 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 | • 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 | • 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 | • The basics of marketing automation  
• What is Lead Nurturing?  
• Ways marketing can help progress leads |