

Digital Marketing Course – 201

Whitehorse Chamber of Commerce

Introduction

As a follow-up to the Marketing Communications Workshops aasman has designed for the Whitehorse Chamber of Commerce, we have put together a course outline for a specialized Digital Marketing course.

The course will be 5 x 1.5 hour sessions on strategy principals, additional information and implementation strategies. Each session will have time allocated at the end to work through that week's worksheet, which can range from a business audit based on the topic of the week, or action plan.

In order for local businesses to compete in today's global society, a strong grasp of the tools available can help put Whitehorse companies and organizations on the digital map.

SESSION 1

Website

Your website is the world's introduction to your organization or business so this session will provide the tools necessary to ensure you're set up for success.

- Built to convert or built for style: assigning purpose behind your design
- Platforms, Website builders – cost vs. scalability
- SEO – Auditing your website
- Design
- Functionality

SESSION 2

Content Marketing and Automation

Content is King in 2017, but competing in a crowded online space is a difficult task. Learn how to find where your voice is suited best and create a strategy on how to be heard.

- Inbound Marketing Introduction
- Choosing the right medium: Blogs, eBooks, Videos, Podcasts
- How to create a Strategic Content Plan
- Marketing Automation

SESSION 3

E-mail and Mobile Marketing

Some might think e-mail marketing starts and ends with newsletters, though in today's online space – that's just not the case. We'll talk e-mail strategies, best practices, automated delivery, website integration. In addition to e-mail we'll discuss the wealth of opportunity in the mobile space.

- Going beyond newsletters: E-mail campaign strategies
- E-mail Best Practices
- Mobile Marketing introduction
- Industry overview: what's out there vs. what's right for you

SESSION 4

All things Google

With Google being so prominent in today's online advertising space, we'll devote an entire session to the ins and outs of a range of Google services.

- Google Adwords/Display
- Analytics
- Keyword Planner
- Ad Groups
- Retargeting
- Conversion Tracking

SESSION 5

Facebook and Social Media Marketing

Facebook has grown to include a wide variety of services for businesses to promote themselves, and navigating those can be overwhelming. We'll dive into the necessary functions and tools to make sure your social networking is performing at its peak.

- Preparing your profile
- Advertising the right way
- Content best practices & strategies
- Schedule for success