

DIGITAL MARKETING BOOTCAMP

12 WEEK BASIC TRAINING

All trainings include a PowerPoint presentation with a handout of the presentation, a step-by-step learning guide you can refer to after the training, checklists and handouts to ensure you have a full understanding of how to apply the information shared during the training.

TRAINING OUTLINE

WEEK	TOPIC
1	Get to Know Your Target Audience
2	Branding Strategy
3	How to Write Compelling Content for the Web
4	How to Drive Traffic to Your Website Using SEO Tactics
5	How to Blog for Business
6	How to Set Up and Manage Facebook for Business
7	How to Set Up and Manage Twitter for Business
8	How to Set Up and Manage LinkedIn for Business
9	How to Set Up and Manage Instagram for Business
10	How to Set Up and Manage Pinterest for Business
11	How to Set Up and Optimize a YouTube Channel (and Google+) that Attracts Traffic
12	How to Use Tools and Automation to Manage Your Online Presence

Training Descriptions

1. Get to Know Your Target Audience

- How to Research Your Target Market
- How to Develop Target Market Personas (and why it's important)

- Persona Worksheet
- 39 Demographic Segments Comprising Facebook Audience Insights
- 10 Questions to Help Define Your Target Market

2. Branding Strategy

- How to Determine Your Unique Selling Proposition (USP) and why your business needs one
- 10 Things You Need to Know About Your Customer
- How to Conduct a Simple Competitor Assessment
- 8 Persuasion Techniques
- Branding Guidelines

3. How to Drive Traffic to Your Website Using SEO Tactics

- a. On-page SEO
- b. Off-page SEO
- c. Keyword research
- d. Analyzing and fixing issues
- e. Building backlinks
- f. The best SEO tools
- g. And much more!

4. How to Create Compelling Content (That Will Attract Your Target Audience)

- How to Create Compelling Content
- How to Post Irresistible Content on Social Media
- Content Development and Curation Tools and Tricks of the Trade
- Handout: 25 Places to Get FREE Stock Photos
- How to Write Magnetic Headlines (80% of content posted to the internet is not read, primarily due to lackluster headlines. I will teach you a technique to help you write compelling headlines)
- Handout: 5 Unusual Places to Find Great Story Ideas
- Handout: 20 Creative Ways to Use Images on Social Media

This training will cover your blogging and marketing asset (freebie) questions as well as answer “what to post” on social media.

5. How to Blog for Business

- How to write blog copy that people will want to read
- How to write irresistible headlines
- How to write effective calls-to-action (CTA's)
- How to discover the type of copy your target audience will love and want to share
- Learn the correct mix of topics ideal for your blog
- Discover how often to post to your blog
- Learn how to design, set up and manage an editorial calendar

6. How to Set Up, Launch and Manage Facebook for Business

- How to select the right type of page and category for your business
- How to choose the right settings
- How to set up your About Page
- How to set up your Tabs
- How to create a cover banner
- A checklist on what activities need to be completed daily, weekly and monthly to maintain your Facebook Business Page

7. How to Set Up, Launch and Manage Twitter for Business

- How to set up your page and create a cover banner
- 5 Twitter research tools
- 25 Twitter memes
- How to create Twitter lists (and why it's important)
- Twitter Chats
- Twitter Parties (optional)
- Twitter terminology
- Live streaming (i.e. Periscope, Meerkat, Blab!)
- A checklist on what activities need to be completed daily, weekly and monthly to maintain your Twitter Business Page
- And much more!

8. How to Set Up, Launch and Manage LinkedIn for Business

- How to set up and manage your personal profile
- How to set up and manage your LinkedIn Business Page
- How (and why) to create an effective LinkedIn Group
- A checklist on what activities need to be completed daily, weekly and monthly to maintain your LinkedIn Presence

9. How to Set Up, Launch and Manage Instagram for Business

- How to set up and manage your company profile
- How to attract your target audience on Instagram
- How to post content on Instagram (and what type to post)
- How to discover the right hashtags to use
- How to engage with your audience
- How to convert followers to customers
- What tools and apps to use to enhance your Instagram account

10. How to Set Up, Launch and Manage Pinterest for Business

- How to set up and manage your company profile
- How to attract your target audience on Pinterest
- How to pin to Pinterest to ensure your business will be found
- How (and why) to host a contest on Pinterest
- How to set up and manage a community board
- What are rich pins and how do you use them?

11. How to Set Up, Launch, Optimize and Manage YouTube (and Google+) for Business

- Determine the suitability of YouTube and/or Google+ for your business
- How to set up your channel and network including channel art
- How to link social networks
- How to optimize your channel
- How to choose the best type of content
- How to upload videos and optimize each video using video manager
 - Search engine optimization for YouTube & G+
 - Custom thumbnails
 - Enhancements

- Annotations, cards, subtitles & CC

12. How to Use Automation for Social Media Management

- a. Social media managers use scheduling tools such as Hootsuite, Buffer, PostPlanner, SendSocialMedia, SproutSocial or SocialReport to schedule, manage, track and analyze their online presence. I will show you how to use the tool I prefer which is SocialReport.com but most of the tools operate similarly.
- b. How to set up your social media accounts
- c. How to manage engagement using filters within SocialReport
- d. How to schedule and publish content using SocialReport
- e. How to set up automations to help you respond quickly to your audience (that don't seem spammy)
- f. How to set up reports
- g. Other tools social media managers use, such as
 - i. Analytics/Measurement
 - ii. BackUp/Cloud Storage
 - iii. Document Converters
 - iv. Content Curation
 - v. File Sharing
 - vi. Infographics
 - vii. Monitoring
 - viii. Photo Editing
 - ix. Presentations
 - x. Project Management
 - xi. Publishing Scheduling
 - xii. SEO
 - xiii. URL Shorteners
 - xiv. And much more!