

# DIGITAL MARKETING TRAINING OVERVIEW

*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 OVERVIEW

<b>I. BRANDING: GIVE YOUR BUSINESS A COMPETITIVE EDGE</b>	
<b>1</b>	How to Write a Professional Bio (For Multiple Purposes)
<b>2</b>	Get to Know Your Target Audience
<b>3</b>	How to Craft a Branding Strategy That's Perfect for Your Business
<b>4</b>	How to Construct Organizational Clarity
<b>5</b>	How to Refine Your Business Communications & Messaging Strategy (and Avoid the Top Brand Messaging Mistakes)
<b>6</b>	How to Design Your Brand for Consistency (Logo, Color Scheme, Font Pairing)
<b>II. VISIBILITY: CREATE AN ONLINE PRESENCE</b>	
<b>7</b>	Secrets of Writing Digital Marketing Copy that SELLS!
<b>8</b>	How to Build a Website that SELLS! - Getting Started
<b>9</b>	How to Build a Website that SELLS! – Content & Formatting
<b>10</b>	How to Build a Website that SELLS! – Attractors
<b>11</b>	How to Create an Explainer Video (Whiteboard Video)
<b>12</b>	How to Improve Your Calls-to-Action
<b>13</b>	How to Drive Traffic to Your Website Using SEO Tactics
<b>14</b>	How to Set Up and Manage Facebook for Business

15	How to Set Up and Manage Twitter for Business
16	How to Set Up and Manage LinkedIn for Business
17	How to Set Up and Manage Instagram for Business
18	How to Set Up and Manage Pinterest for Business
19	How to Set Up and Optimize a YouTube Channel (and Google+) that Attracts Traffic
20	How to Use Tools and Automation to Manage Your Online Presence
21	How to Integrate Online and Offline Marketing
<b>III. PROMOTION: GET YOUR BUSINESS FOUND AND GENERATE LEADS</b>	
22	How to Create a Relentless Digital Marketing Strategy Without Burning Yourself Out
23	How to Grow Your Online Reach
24	Secrets for Effective Local Marketing
25	How to Develop a Content Strategy for Inbound Marketing
26	How to Blog for Business
27	Design Visuals for Digital Promotions
28	How to Design a Facebook Messenger Strategy (Without Being Spammy)
<b>IV. CONVERSION: CONVERT LEADS TO SALES</b>	
29	How to Sell Your Product or Service Online
30	How to Design a Sales Funnel that Converts
31	How to Build and Manage a Successful Email Marketing Campaign
32	Press Release Marketing
33	How to Design and Promote a Webinar
34	How to Set Up and Manage a Google Adwords Campaign
35	How to Set Up and Manage a Facebook Advertising Campaign
36	How to Set Up and Manage an Instagram Advertising Campaign
36	How to Set Up and Manage a Twitter Advertising Campaign

37	How to Set Up and Leverage a LinkedIn Advertising Campaign
<b>V. EVALUATION: IMPROVE THE PERFORMANCE OF YOUR DIGITAL MARKETING</b>	
38	Business Analytics Made Easy
39	How to Optimize and Test the Performance of Your Website
40	How to Track and Measure Return on Investment (ROI)