

**Goal:** Help participants walk away with the knowledge to more confidently manage and improve your organization's ongoing digital marketing efforts.

**Day 1: 9 a.m. to 5 p.m.**

### **I. Introductions: Evaluating Where You Are in Digital**

Which are you? Three types:

- Sophisticated (Resourced, campaigns/plans cascade from Mission/Vision/Goals, great execution)
- Scrappy (Not a ton of resources but do a lot with it)
- Starting (Not heavily resourced)

### **II. The Fundamentals: What Does It Take to Be Good at Digital Marketing?**

We'll cover:

- How to think about your approach to that question.
- Understanding the basics: The funnel/flywheel and other terms.
- PATIO: Planning & Strategy, Approach, Tools & Tactics, Implementation, Optimization.

**Planning & Strategy:** Digital marketing is all connected. Having the right plan for the right industry for the right audience is crucial. We address planning and strategy as a whole, and for each digital marketing category.

**Approach:** Each digital marketing category has a unique approach that's connected to the overall plan, and based on industry and audience.

**Tools & Tactics:** We'll show you the tools that are available and/or preferable to use and how to use them. We'll also show you tactics you can employ to make the most of the tool itself.

**Implementation:** This is the meat of the how-to section. We'll show you how to implement campaigns in the various platforms. Everything from production to distribution.

**Optimization:** We'll take a look at how to analyze data to be successful, and how to implement the right optimizations based on the data you see.

### **III. Audience Research**

- What sources do you gather data from?
- Developing personas: 6 core areas

#### IV. Website: 7 Elements Marketing Needs to Know

We'll cover:

- Speed / code
- Navigation
- Mobile experience
- Personalization
- Visual design
- Search
- Colors / fonts

Plus:

- PATIO option (to cover planning for redesigns etc.)

#### V. Content Marketing

We'll cover PATIO:

- **Planning and strategy:** Understanding the goal of content, budgeting and resourcing, and establishing priorities.
- **Approach:** Content types and content approaches. What makes a piece of content good? Includes company examples.
- **Tools & Tactics:** Types of CMS platforms, tips & tricks for workflow.
- **Implementation:** Copywriting, production, and distribution.
- **Optimization:** Data and analytics: What to measure? What are good KPIs?

#### VI. Lunch Break

#### VII. SEO

We'll cover how Google determines its search engine rankings, focusing on several areas in detail, including core fundamentals for:

- Discoverability
- Relevance
- Site quality
- Authority
- Presentation of results

Plus... PATIO

- **Planning & Strategy:** Developing a strategy for SEO that includes a focus on how to do keyword research, adapting personas, data collection, identifying key areas of focus.

- **Approach:** Content development, staffing and resourcing, and building in the workflows to ensure the right SEO output.
- **Tools & Tactics:** Using competitive research, software platforms, both free and paid, and use tactics to find trends to help adapt your content.
- **Implementation:** 5 core fundamental areas of SEO, including on-page and off-page activities to improve page rank for key terms.
- **Optimization:** Analyzing data and a few tips and tricks to continue to push page distribution and page awareness, particularly through social and PR.

### VIII. Video Marketing

We'll cover:

- Video types and options.
- Marketing's role in conceiving, writing, and executing great video, as well as the role in pre-production, production, post-production.
- Video marketing examples from top companies.
- Website and YouTube distribution strategies, including how-tos on creating, managing, and maintaining a presence.
- Video optimization strategies and paid distribution efforts.

Plus... PATIO

- **Planning & Strategy:** Developing a video strategy based on goals and budgets, identifying the right videos for the right part of the buyer journey.
- **Approach:** Based on the goal, identifying a content approach that includes a discussion of what type(s) of video to produce and distribute w/ company examples.
- **Tools & Tactics:** Equipment needed (cameras, lighting, audio, screens) at various budget levels. Choosing the right options for video hosting and delivery platforms, and livestreaming providers.
- **Implementation:** What marketers need to know about pre-production to post-production and the basics of video distribution: how to create, manage and maintain a YouTube presence, a discussion of where, when and how to livestream, and implementing details such as promoting YouTube subscriptions, writing video descriptions, and more.
- **Optimization:** Analyzing key video metrics, discussing how and when to use paid distribution tactics, and pro tricks to improve the discovery of video content.

### IX. Break

### X. Analytics and Data

We'll cover PATIO:

- **Planning & Strategy:** Setting an analytics plan, including defining overall marketing goals and campaign goals based on the desired buyer behavior. Identifying KPIs based on the goal, including a cheat sheet.
- **Approach:** Based on the goal, implementing marketing attribution consistently, as well as reporting frequency and delivery based on the available tools and resources.
- **Tools & Tactics:** Walking through the basics of the Google analytics platform, and pulling key data from social platforms, marketing automation systems, video platforms, and CRMs.
- **Implementation:** How-tos – setting up and managing Google Analytics and social reporting platforms, implementing tracking pixels, and data visualization.
- **Optimization:** What actions to take from data, depending on the marketing area. Warning signs for some KPIs and how to address poor performance.

## XI. Social Media Marketing (Part I)

We'll cover:

- Trends and Data

Plus...PATIO

- **Planning & Strategy:** Developing a social media strategy, including a discussion of the overall goals of social, identifying budget and resource allocations, and choosing the right social platforms that fit your organization (Facebook, Instagram, Twitter, LinkedIn, Snapchat / TikTok, Pinterest)
- **Approach:** Based on the strategy, developing the approach to social in each channel, including tone, voice, and content usage, re-targeting, influencers.
- **Tools & Tactics:** Social automation tools and platform-specific tips and tricks to boost followers.
- **Implementation:** The core how-tos: a focus on how to write good copy for social, image sizing, scaling visuals across different platforms, workflows, timing/scheduling (organic). Setting up campaigns, retargeting, lookalikes, requirements (paid).
- **Optimization:** Data analysis in social, A/B testing, and using paid social distribution.

Day 2: 9 a.m. to 5 p.m.

## XII. Social Media Continued (Part II, including paid social how-tos on ad buying, targeting, and optimization)

## XIII. Email Marketing

We'll cover:

- Subscriber acquisition

- Email cadence, scheduling, and frequency
- Email formatting, including subject line / preheader / preview text, sender name, and email body tips and tricks
- Optimization of open rates and click-through rates
- List segmentation
- Email journey development and strategy
- Spam filters and deliverability
- Email list maintenance
- IP Warmup

Plus...PATIO

- **Planning & Strategy:** Discussion of the overall goals of email and incorporating the organization type and resources.
- **Approach:** Tone, voice, frequency/cadence, segmentation, and email type (triggered, product, content-based, discounts, newsletters etc.) and more.
- **Tools & Tactics:** Marketing automation platforms, deliverability tools and monitors, and tips and tricks to warmup IPs, avoid spam filters, and maintain your email reputation.
- **Implementation:** How tos – setting up segments, developing journeys, developing retargeting lists, using best-practice subject lines/preheaders, calls to action, and scaling the use of imagery.
- **Optimization:** Data analysis, A/B testing, list acquisition, and maintenance and monitoring.

#### XIV. Paid Search

We'll cover:

- How the Google auction works
- Paid search strategies and tactics (based on organization type)
- Keyword research
- Match types (broad, broad match modifier, phrase match, exact match, and negative match)
- Extensions and best-practice copywriting
- Ad creation and management
- Bidding, budget management, and pacing
- Ad optimization and A/B testing

Plus...PATIO:

- **Planning & Strategy:** Developing a paid search strategy, including a discussion of the overall goal and identifying audience targeting based on the organization type, budget, and resources.
- **Approach:** Balancing your approach with branded and non-branded, and short-tail and long-tail bidding. We'll also cover voice, ad copy, and more.
- **Tools & Tactics:** Tips and tricks for using Google and Bing ad platforms (creating campaigns and accounts), and how to use competitive research platforms.

- **Implementation:** How-tos: Creating ads (with a focus on how to write good ad copy and ad copy requirements), calls to action, using extensions, setting and managing budgets, and more.
- **Optimization:** A/B testing, ROI, analyzing impression share, conversion tracking, and other key metrics to optimize.

## XV. Lunch Break

## XVI. Paid Display and Native Advertising

We'll cover:

- Ad targeting and strategy by organization, industry, relevant sites.
- Ad creation and visuals.
- Content development and landing page optimization.
- Mobile-specific strategies.
- Programmatic and device-based targeting.
- A/B testing and ad optimization.

Plus...PATIO:

- **Planning & Strategy:** Developing a strategy for paid display and native ads, including a discussion of overall goals, budgets, and identifying audience targeting and distribution strategies.
- **Approach:** Tone, developing the right content, and identifying site-specific opportunities based on data.
- **Tools & Tactics:** Best practices on the Google ad platforms, programmatic platforms, and native platforms, as well as alternative bidding tactics.
- **Implementation:** How-tos – creating and setting up ads, targeting, writing copy, managing budgets, and more.
- **Optimization:** A/B testing of ads, KPIs, conversion tracking, and other key metrics.

## XVII. E-Commerce

We'll cover:

- Best-practice home page, category pages, and navigation
- Ideal search experiences, including filtering and product lists
- Effective product pages, including recommended add-ons
- Efficient cart and checkout flow
- Strategies for abandoned carts
- Post-purchase/loyalty: follow-up messaging, order status

Plus...PATIO:

- **Planning & Strategy:** Planning to redesign your e-commerce experience, including using audience research, identifying conversion goals, and areas of improvement.
- **Approach:** Consider the design, UX, and immediate-term opportunities based on impact purchase-funnel data. Discuss tips and tricks for structuring the home page and category pages.
- **Tools & Tactics:** E-commerce platforms and what to look for from out-of-the-box requirements for search, product, cart/checkout experiences. Also, we'll consider the role of marketing automation systems and CRMs in providing a great experience to users.
- **Implementation:** Developing effective product pages, calls- to-action placements and messaging, product visuals, pricing, and more.
- **Optimization:** Core KPIs to track – unique visitors, average revenue per order, total revenue, site conversion rate, and average revenue per visit, among others.

## XVIII. Break

## XIX. Mobile Marketing & Emerging Tech

We'll cover:

- Mobile apps: Data & Trends

Plus..PATIO for Mobile Apps

- **Planning & Strategy:** Developing a mobile app strategy, which includes a discussion of the pros and cons of mobile apps, and integrates user research and other data. Investments based on organization type and budget.
- **Approach:** Deciding the type of app, determining the user experience, and the revenue.
- **Tools & Tactics:** Working with mobile application developers/agencies, tips and tricks on saving money in development costs, and best-practice tactics on designing apps and keeping costs down.
- **Implementation:** Deploying and managing applications using best-practice implementations for alerts, notifications, and promotions. Includes company examples.
- **Optimization:** Discussing mobile-app usage analytics, App Store reviews, and upgrades.

## Emerging Tech:

We'll cover what tech is impacting marketing today:

- AI & Chatbots
- AR/VR (XR)
- 5G
- Blockchain

## Meet the Trainers:



### Timothy Ito

With over 25 years of experience in digital and content marketing, Tim has worked in companies such as AOL, Netscape, Washington Post, ATD and ASCD. He also teaches a popular digital marketing course at Georgetown University.



### Boney Pandya

Boney Pandya has over 9 years of digital marketing experience in the B2B, B2C, and association industries. Prior to starting Bon Digital, Boney has been managing digital marketing at AAAS, ATD, URAC and Jinfonet Software.

**Fees:** *\$899 per person*

Contact us at [contact@marketingniceguys.com](mailto:contact@marketingniceguys.com) for any questions.