

307 – Digital Marketing Training for Small Business

Onsite – 3 Days, 8 Hours/day – Optimum class size, 8 - 9 students

Training Description:

This 3-day workshop provides a comprehensive overview of cutting edge digital marketing channels, tools and campaigns. Upon completion of this workshop an employee will have a firm understanding of the digital marketing landscape and will be able to setup and deploy a myriad of digital marketing tactics. This workshop is designed to train a management team understand the fundamentals of digital marketing. Application of the principles learned at this training are designed to promote top-line growth. Trainees then can begin setting up and deploying these concepts immediately

Training Objective:

The workshop will focus on the 4 key marketing pillars of the digital marketing landscape

1. Website Development
2. Search Engine Optimization (SEO)
3. Paid Search
4. Social Media

Skill Attainment:

The workshop will provide the knowledge needed to build out and deploy the digital tactics necessary to generate leads and convert these leads to new business. Specific skills attainment include:

- Designing and coding a website using the latest software, tools, hosting and CMS platforms
- Developing the appropriate on-page and off-page search engine optimization techniques to attract website visitors
- Building optimized paid search campaigns to generate high volume and high quality leads at the lowest price point possible
- Leveraging LinkedIn, Facebook and Pinterest to identify and outreach to target buyers

These skills are transferable within the company, industry and are highly desirable by any manufacturer.

Training Agenda:

Day 1 – Digital Market Overview

In order to market successfully, manufacturers must begin embracing all of the digital channels, tools and technology available in the market to ensure marketplace sustainability and growth. The first step in this process is understanding all of the digital marketing channels available to leverage and put to good use. The first day of this 3-day workshop provides a comprehensive overview of all the digital channels and the pros and cons of using each channel. Topics discussed will include:

- Exploring the leading trends in digital marketing today
- The Good, Bad and Ugly of digital channel profitability
- The tools, platforms, software and channels available for a manufacturer to leverage and deploy for lead generation.

Day 2 – Website Development and Search Engine Optimization Deep Dive with Exercises

In this section of the workshop we will assist manufacturers with the development of paid search and social media campaigns. In addition, during our exercises we will help manufacturers build out their own campaigns using the appropriate tools and channels.

Exercise 1 – How should you go about the website design and development process?

Exercise 2 – What technology are you considering regarding analytics, automation and reporting?

Exercise 3 – How do you select your top keywords and how do you go about implementing your own on-page SEO initiatives?

Day 3 – Paid Search and Social Media Deep Dive with Exercises

In this section of the workshop we will assist manufacturers with the development of paid search and social media campaigns. In addition, during our exercises we will help manufacturers build out their own campaigns using the appropriate tools and channels.

Exercise 1 – How to build out a Google paid search campaign for your business.

Exercise 2 – How to select/setup the appropriate social media tools to deploy for your business.

Exercise 3 – How to setup the necessary dashboards and reporting structure to monitor success.