



Marketing Plan Implementation II

16 hours

Training Description:

Marketing Plan Implementation training is designed to follow on the strategy developed through Strategic Marketing Planning training. Based upon the results of that training, the instructor will prepare and deliver a comprehensive document detailing the outcomes of the strategy development initiative. This document will be utilized to guide your company through the implementation of the marketing strategy identified.

Dedicated Instructors will be assigned to your company to provide direction to you through this implementation process.

Training Objective:

This training will focus on the development of the ability of your company's management team to examine your existing marketing activities and analyze them for effectiveness; to utilize tools such as Google "Paid Search"; Content Marketing for Search Engine Optimization (SEO); and Email Marketing campaigns.

Skill Attainment:

Participants will be trained in a proprietary method for development of holistic marketing campaigns, leveraging multiple channels and tactics (Paid Search, Content Marketing, Email, and social media such as YouTube and LinkedIn) and in intensive monitoring skills to help refine media placements, email campaigns, and Search Engine Optimization (SEO) going forward.

Training Content:

Training provided by the Team will include:

- Training for content marketing (video and social media)
- Training for Search Engine Optimization
- Development of content marketing for SEO
- Training in YouTube channel optimization
- Training in LinkedIn best practices and development of a guide to ongoing LinkedIn optimization
- Training in Email deployment of marketing strategy
- Training in template design, copywriting and deployment of Email Campaigns
- Training in list growth
- Training in Google Analytics metrics and reporting for the above training areas

*The specific training subjects offered may vary based upon the results of Marketing Strategy training and development.