

ESSENTIALS OF DIGITAL MARKETING

IN THIS SEMINAR, YOU WILL:

- Learn digital marketing basics
- Learn how to market different to B2C and B2B customers
- Find the best social media platform for your business
- Define your digital marketing strategy
- Learn to evaluate analytics so you can determine your ROI
- Learn the basics of SEO and SEM
- Learn to optimize your digital marketing campaigns for mobile, tablet and desktop
- Learn the basics of blogging
- Learn how to develop an effective email marketing campaign
- Drive opens rates and click-through's for digital marketing campaigns

Elevate BDG's *Essentials of Digital Marketing* will help you build your knowledge and keep your skills up-to-date in the rapidly changing media landscape. Participants will gain a clearer understanding of how digital marketing can benefit your business through best practice scenarios, learning the advantages of various digital platforms, and practical application of an email management tool. By the end of the course, you will have an understanding of how to implement an effective digital campaign for your business and develop your digital marketing strategy.

DIGITAL MARKETING PLATFORMS



What's in it for me?



INCREASED EMPLOYEE RETENTION

Develop leaders within your company & develop the mindset that everyone is accountable for the company's success. This will not only keep your employees accountable, but also improves performance & office morale.



SAVES MONEY

Spend less time dealing with problems & fixing mistakes and more time completing projects and building your bottom line!



SAVES TIME

- ✓ Encourages creativity & Innovation to streamline processes
- ✓ Improves leadership performance to implement change quickly
- ✓ Helps leaders deliver a consistent message across departments
- ✓ Better communication = less confusion = less time spent in meetings

Who should attend?

Elevate BDG's Essentials of Digital Marketing series is designed for marketing professionals on every level want to build their digital marketing skills.



Course Agenda

Module 1:

Introduction to Digital Marketing

- The Digital Sphere and Marketing
- Fast Moving Digital Spaces
- Digital Consumers B2C & B2B

Module 2:

Digital Strategy

- The Organization and Customers
- Digital and Analogue Integration
- The Digital Marketing Plan
- Viral Marketing

Module 3:

Digital Tools

- Search – SEO and SEM
- Computer, Tablet and Mobile
- Advertising Opportunity
- Rich Content – AV and Blogging
- Social Networks
- Integration and Timing

Module 4:

Email Marketing

- Email marketing overview – integrating emailing into your marketing mix
- Email marketing objectives and how they can be implemented
- Understanding spam and Privacy Acts
- Plan and create effective email campaigns to drive open rates and click-throughs
- Best practice and current/upcoming trends
- Understanding different types of email platforms/abilities/management systems in the market place
- How to obtain qualified email leads
- Evaluating ROI (Return On Investment) on your email campaign
- Practical application on the use of an email marketing tool

This seminar includes the following materials & resources

"Essentials of Digital Marketing" includes a Behavior & Motivators Assessment, a reference guide, flash cards, videos and a 90 min virtual debrief.

Bring this training to your location.

Try private, on-site team training. Bring this topic, or any of our 200+ topics, to your location with customized training. Our programs are tailored to your organization's specifications and needs. Let us determine the best course of action to enhance your workforce at all levels. Elevate BDG also provides a host of coaching, mentoring, data analysis, and consulting options.



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The Elevate Difference...



An interactive, fun & hands-on experience!

This course is taught through video, group discussion, skill practice and real life application to make the course both entertaining & engaging!



Gain a deeper understanding of self!

Prior to attending this seminar, your employees will be guided through an on-line assessment and work with a Solutions Specialist so your company can recognize & understand your most important resource within your company - **YOUR PEOPLE.**



Customized Courses

At Elevate, we stray away from a one-size-fits-all training process and develop a customized strategy that aligns to the vision + mission of your company. Choose from any of our 200+ topics to develop a program unique to your business needs.



Continue learning with micro-learning courses!

The learning doesn't stop once the seminar is through when you work with Elevate BDG! Fulfill all your learning needs with fun & informative 3-5 minute micro-learning courses that will encourage a pattern of continual learning and immediate behavior change throughout your organization.



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