

Fundamentals of Digital Marketing

Session 1: Your Website as the Central Hub of Your Marketing

Lesson 1: With business goals in mind, an overview of the essential elements of your website

Lesson 2: Your website as the hub of your marketing campaigns and your larger brand

Lesson 3: Simple methods to improve and optimize your website to serve your immediate business goals

Assignment: Define and describe your current hub. Which platform is it built on? When was the last time it was redesigned? What are the key features? Describe the focus of your website, and what message it conveys to visitors when they visit your site.

If you do not have a current site, define the focus of a planned hub website, and describe what visitors of the site should see when they come to the site.

Session 2: Paid, Earned, and Owned Channels

Lesson 1: Defining the “paid” channel, and different strategies to engage and build upon it

Lesson 2: Defining the “earned” channel, and different strategies to engage and build upon it

Lesson 3: Defining the “owned” channel, and tying all three channels together to create an effective and results-producing overall digital platform

Assignment: Write up one specific example of each channel -- paid, owned, and earned -- in relation to your website and its current marketing strategies. In your examples, include insights into each channel's effectiveness.

Session 3: Metrics and KPIs

Lesson 1: Overview of the many types of metrics and the tools available to monitor them

Lesson 2: Strategies to set KPIs, and to share and build upon them over time.

Lesson 3: KPIs in action and specific examples of campaign and platform elements that can be monitored and pushed further through goal-setting

Assignment: In one page, outline and briefly describe your KPIs for a current or hypothetical marketing campaign.

Session 4: Strategies to drive traffic to your site, landing pages, and social channels

Lesson 1: The power of newsletters, and strategies to build and grow newsletter lists

Lesson 2: The power of the newsfeed and making sure your messages are in line with your targeted audience

Lesson 3: Growing importance of native advertising

Assignment: Create a simple campaign that drives traffic to your site/landing page, define the call to action, and describe exactly how you plan to get the site visitor to engage with your desired response.

Session 5: Developing an Efficient, Cost-Effective Content Strategy

Lesson 1: Create and leverage digital assets – video, photo, audio, and text

Lesson 2: Highlight and share activity within the company

Lesson 3: The power, and responsibility, of user-generated content

Assignment: Describe a workflow plan for your site over the course of a standard week -- explain what content needs to be created, where will it be published and leveraged, and who will be handling the work.

Session 6: Keeping your site and campaigns innovative along with ongoing maintenance

Lesson 1: Ideas to change up your site for more solid brand messaging

Lesson 2: Campaign ideas to increase traffic and grow subscriber and social media numbers

Lesson 3: Measures to put the foundations of digital marketing into immediate practice

Assignment: Describe in one page the immediate steps you are going to take in the next week to implement and execute specific foundations of digital marketing. Include your KPIs.