

# Digital Marketing 101



## **COURSE DESCRIPTION:**

This 12-week course is our foundational offering, which presents a solid understanding of the most successful elements to a digital marketing strategy, including, the 'What', 'Where', 'Who', 'When', 'Why' and 'How' of a winning campaign and the departments within them.

This course is ideal for those with limited experience in digital marketing, or for smaller companies without a dedicated marketing team. During this course, trainees will become more confident and equipped in understanding the value of digital marketing, and will be able to immediately implement learned concepts in social media, digital ads, public relations and content marketing.

In this course, trainees will learn:

- Why every company should have a digital marketing strategy
- How to identify the pain points in their own company's strategy
- Why it matters to have a target audience (Ideal Buyer), and how to identify them
- How to identify the most effective ways to reach this target audience
- How to set SMART Marketing goals, and quantify results to measure success

## **COURSE STRUCTURE:**

Our complete Digital Marketing 101 program consists of four modules:

- Module 1: Social Media (4 weeks)
- Module 2: Digital Ads (4 weeks)
- Module 3: Public Relations (2 weeks)
- Module 4: Content Marketing (2 weeks)
- Module 5: SEO (2 weeks)

Note: Following the completion of Digital Marketing 101, graduates have the option to enrol in Digital Marketing 102, and/or our more advanced course, Digital Marketing 201. For more information on these courses, please see their respective course outlines.

## **ASSESSMENT METHODS:**

This training is primarily hands-on. Assessment methods therefore include:

- Direct observation during classroom sessions
- Checks for understanding, Q+A, and class participation
- Adequate completion of homework given in all modules

## **COURSE FORMAT:**

Hours: 12 hours

Duration: 3 months (12 weeks)

Format: Classroom setting at Jelly HQ

Cost: \$7,500 for a 3-month course (group cost for 2-6 trainees)

Course capacity: Maximum 6 trainees

Note: To include more hours in your training package, please contact us. Costs start at \$250/hour for additional hours added. To solidify the learning process, we recommend a minimum of 4 hours of instruction per month. We also offer customized programs; please connect with us to learn more.

## **BREAKDOWN OF DIGITAL MARKETING 101 MODULES:**

### **Module 1: Social Media (4 weeks)**

#### Description:

Since this module begins our 3-month course, we start by teaching trainees how to identify their target market, personified as a Buyer Persona. Identifying this Persona is key to determining the company's social media strategy (and digital marketing strategy more generally), since this Persona will not use all channels equally. Building on this awareness, we move to offer a foundational overview of the main social media channels (Facebook, YouTube, Pinterest, Twitter, Instagram, LinkedIn), and how these integrate with a successful social media strategy.

#### Instructional Objectives:

- The importance of identifying and creating a Buyer Persona and how it relates to social media channels
- The benefits of having a strong social media presence, and its key role in the attempt to reach one's target audience
- Foundational overview of the different social media channels, the best media to use on these, and the type of users active on each one

#### Measurable Learning Outcomes:

- Assess and identify one Buyer Persona for the company
- Understand the benefit of having a strong social presence, and assess the effectiveness of the company's current social media engagement
- Strong familiarity with the main social media channels (Facebook, YouTube, Pinterest, Twitter, Instagram, LinkedIn), and the strengths and limitations of each

### **Module 2: Digital Ads (4 weeks)**

#### Description:

This module provides a foundational understanding of digital ads, how they work, and what a successful strategy looks like. For those new to advertising, we explain the benefits of doing so; and present an overview of the most used digital ad media: Google search, Google display, Social (Facebook, Twitter, Instagram, LinkedIn, TrueView). We cover the purpose of each

medium, which media are best for which types of companies, and offer best practices and tips in setting up your strategy.

Instructional Objectives:

- The benefits of investing in digital ads and how they can integrate with a broader marketing campaign
- How to evaluate a digital ad for effectiveness, design, and reach to your Buyer Persona
- Strong familiarity with digital ad platforms, including Google search, Google display, Social (Facebook, Twitter, Instagram, LinkedIn, TrueView), retargeting, etc.
- Best practices, tips and tricks from industry experts

Measurable Learning Outcomes:

- Identify the benefit of having a strong advertising presence
- Differentiate between the various digital ad platforms, the benefits of each one, and their role in a broader campaign
- Feel confident evaluating a digital ad's effectiveness with regards to a Buyer Persona

### **Module 3: Public Relations (2 weeks)**

Description:

In this 2-week module, we explain what 'public relations' means, and present an overview of a successful PR strategy. We provide a foundational understanding of various PR avenues, including: traditional, experiential, influencer partnerships, and thought leadership. We guide trainees in auditing their current social media presence, and explain the basics of a successful press release.

Instructional Objectives:

- The benefits of investing in PR and how it can integrate with a broader marketing campaign
- How to evaluate the company's current PR strategy for effectiveness, design and reach to a Buyer Persona
- Familiarity with various public relations avenues: traditional, experiential, influencer partnerships, and thought leadership
- Best practices, tips and tricks from industry experts

Measurable Learning Outcomes:

- Identify the benefit of having a strong PR presence
- Differentiate between the various PR avenues, the benefits of each one, and their role in a broader campaign
- Completion of a draft press release that could be released to the media

#### **Module 4: Content Marketing (2 weeks)**

Description:

This module offers a foundational overview of content marketing. We define what this means, and explore the most successful elements to a content marketing strategy. This includes covering how content marketing is changing with different buying habits; content's essential role in retaining current customers and attracting new ones; and the various types of content (text, video, image, etc.).

Instructional Objectives:

- The benefits of high-calibre content and how it can integrate with a broader marketing campaign
- How to evaluate the company's current content marketing for effectiveness, design and reach to a Buyer Persona
- Best practices, tips and tricks from industry experts

Measurable Learning Outcomes:

- Identify the benefit of providing valuable content to your audience
- Differentiate between the various types of content, the best ways to market them, and their role in a broader campaign
- Completion of draft content (e.g. blog post, email) that could be sent to prospects.

## **Module 5: SEO (2 weeks)**

### Description:

In this module we explain what 'search engine optimization' means, and present an overview of a successful SEO strategy. We provide a foundational understanding of various factors that affect SEO, including: onsite (technical), offsite (public relations, list building, Google Maps, Youtube). We'll guide you in how to audit your current website's status with Google and explain which tools are the best to use to track and monitor growth. For those who have outsourced SEO we'll give you the questions to ask and the tools to use to either bring SEO in house or be able to better monitor your vendor.

### Instructional Objectives:

- The benefits of investing in SEO and how it can integrate with a broader marketing campaign
- How to evaluate the company's current SEO strategy for effectiveness
- Familiarity with various SEO opportunities that are both onsite and offsite
- Best practices, tips and tricks from industry experts

### Measurable Learning Outcomes:

- Identify the benefit of having strong SEO working place
- Differentiate between the various SEO avenues, the benefits of each one, and their role in the broader marketing calendar
- Completion of running through the various SEO tools where you'll see how each work and the pros and cons of each

# Digital Marketing 102



## **COURSE DESCRIPTION:**

This is a 1 month extension to Digital Marketing 101 that goes beyond the basics. The course covers more extensive concepts when it comes to Facebook Ads, Google Ads, metrics and analytics associated with digital marketing tools covered in the 101 course. The training provides additional time for students to engage in new, practical exercises to ensure that they can generate their own content, schedules, strategies, and have the confidence to execute them upon completion of the course.

## **INSTRUCTIONAL OBJECTIVES:**

- Advanced overview of all applicable digital ad mediums: Google search, Google display, Social (Facebook, Twitter, Instagram, LinkedIn, TrueView), retargeting, etc.
- Competitor analysis
- How to research keywords to find the best ones for you
- Creating engaging copy for ads
- Detailed overview of all applicable digital ad mediums: Google search, Google display, Social (Facebook, Twitter, Instagram, LinkedIn, TrueView), retargeting, etc.
- How to research keywords in Google searches and find the best ones for your business
- Best practices, tips and tricks

**MEASURABLE LEARNING OUTCOMES:**

- Set up advertising campaigns for all applicable mediums (Google search, Google display, social, retargeting, etc)
- Develop Google Ads competitive analysis

**COMPLETE COURSE FORMAT:**

Instructional Hours: 4 hours

Duration: 1 months (4 weeks)

Format: Classroom setting at Jelly HQ

Course capacity: Maximum 6 trainees.

Cost: \$2,500 (group cost for 2-6 trainees)

To include more hours in your training package, or to increase the number of hours per month, please contact us. Costs start at \$250/hour for additional hours added. To solidify the learning process, we recommend a minimum of 4 hours of instruction per month.



# Digital Marketing 201



## **COURSE DESCRIPTION:**

This 12-week course expands on the knowledge obtained in Digital Marketing 101. It offers a more in-depth overview of the most successful elements to a digital marketing strategy. All trainees will develop the learned concepts into their own business environment using these digital marketing tools: social media, digital ads, public relations, e-mail marketing, video & YouTube marketing, and blogging & digital performance basics. Each trainee will finish the program with a wealth of knowledge and actionable tasks that can be integrated into their business. The course could be ideal for businesses who have a team managing marketing efforts, or smaller businesses who want to develop and execute digital marketing strategies internally.

## **COURSE STRUCTURE:**

Our complete Digital Marketing 201 program consists of six modules that are each taught over 2 weeks in 2-hour sessions in a classroom setting. The following concepts are covered in the course.

- Module 1: Social Media Expanded
- Module 2: Digital Ads Expanded
- Module 3: Public Relations Expanded
- Module 4: Email Marketing
- Module 5: Video & YouTube Marketing
- Module 6: Blogging & Digital Performance Basics

### **COURSE INSTRUCTIONAL OBJECTIVES:**

- Further enhance student's knowledge with advanced digital marketing concepts specific to social media, digital ads, and public relations
- Introduction and execution of new digital promotional tactics including blogging, e-mail marketing, and video marketing.
- Build knowledge and incorporate various digital marketing concepts to increase engagement numbers
- Understand how to measure success of campaigns with benchmarks and conversion rates
- Learn how to be consistent with messaging and branding across all digital marketing methods
- Develop ways to integrate contractors into your digital marketing strategies should you prefer to outsource

### **COMPLETE COURSE FORMAT:**

Instructional Hours: 12 hours

Duration: 3 months (12 weeks)

Format: Classroom setting at Jelly HQ

Course capacity: Maximum 6 trainees.

Cost: \$7,500 (group cost for 2-6 trainees)

\$6,500 if taken with Digital Marketing 101 & Digital Marketing 102

To include more hours in your training package, or to increase the number of hours per month, please contact us. Costs start at \$250/hour for additional hours added. To solidify the learning process, we recommend a minimum of 4 hours of instruction per month.

## **BREAKDOWN OF DIGITAL MARKETING 201 MODULES:**

### **Module 1: Social Media Expanded (2 weeks)**

This 2-week module offers an advanced overview of the most successful elements to a social media strategy. With the inclusion of comments, marketers need to understand how responses to positive and negative social media posts affects the brand. This module also covers development of structure in planning social media posts, content calendaring, and leveraging platforms such as Hootsuite to avoid duplication of resources or inconsistencies in social media communication.

Instructional Objectives:

- Learn how to deal with public customer feedback (both positive and negative)
- Understand the importance of the content calendar
- Know how to schedule content in Hootsuite

Measurable Learning Outcomes:

- Completion of a “Matrix” strategy
- Schedule posts in Hootsuite
- Completion of Hootsuite certification

### **Module 2: Digital Ads Expanded (2 weeks)**

This 2-week module offers an advanced overview of the most successful elements to executing digital ads strategies. It includes concepts that help marketers select the right types of digital ads, measurables relevant to conversion rates and benchmarks, and how to further increase visibility of the digital ad so that your audience engages with your desired ‘call to action’. The classes also covers how to adjust campaigns for new target audiences.

Instructional Objectives:

- Knowing when to create display ads in-house or outsource to a contractor
- Learn the best practices for monitoring ads and their acceptable benchmarks (CTR, conversions, etc.)

- Understand the benefit of learning from data and optimize ads based on performance

Measurable Learning Outcomes:

- Report on the performance of all campaigns
- Optimize ads based on performance
- Create or outsource display ads for retargeting and display campaigns

### **Module 3: Public Relations Expanded (2 weeks)**

This 2-week module offers an advanced overview of the most successful elements to a public relations strategy. It builds on PR learned in Digital Marketing 101 but challenges students to create their first media release, media kit, and professional marketing material to be shared with various mediums. Students also learn how to build presence among media and best practices when it comes to keeping connected with contacts in the industry.

Instructional Objectives:

- Learn the best practices and develop a press release, media kit and onepager for thought leadership
- Understand the way the media works: how to pitch yourself, finding the right contacts, the importance of networking, and when to shmooze
- Master the art of the “follow up”

Measurable Learning Outcomes:

- Completion of a media kit, sent out to the media
- Completion of a one-pager for thought leadership, sent out to the media
- Creation of a media list

### **Module 4: Email Marketing (2 weeks)**

This 2-week module focuses on how to build and execute successful elements to an email marketing strategy. Our customized course is centred around your current email marketing strategy and practices: what is great, what can be improved, and how you can take your email marketing to the next level. We offer comprehensive training across all aspects of your company’s email marketing strategies including but not limited to the

purpose of each medium, which medium is best for you, best practices, industry tips and creating engaging content.

Instructional Objectives:

- Understand the benefit of regular email communication
- Understand the benefits of using drip campaign
- Understand the difference between regular emails and a drip campaign
- Learn the differences between popular email marketing platforms

Measurable Learning Outcomes:

- Knowing how to write content for email Marketing
- Knowing how to design emails
- Creation of a MailChimp account with a template and knowledge on how to measure success

### **Module 5: Video & YouTube Marketing (2 weeks)**

This 2-week module offers an overview of the most successful elements to video and YouTube marketing strategy. The classes identify the features and benefits of video marketing for businesses, how to leverage YouTube and other video media platforms, as well as ways to attract audiences to your video content.

Instructional Objectives:

- Understand the benefits of video marketing
- Learn about the best practices on YouTube
- Learn the tips and tricks for higher engagement

Measurable Learning Outcomes:

- Creation of a YouTube Channel
- Creation of three YouTube videos utilizing different styles and types
- Implementation of annotations

### **Module 6: Blogging & Digital Performance Basics (2 weeks)**

This 2-week module offers an overview of the most successful elements to a blogging and digital performance strategy. With thousands of bloggers entering the blogging world every day, it is important to understand what is key when creating a blog, marketing it to audiences, and organizing the content for search engine optimization. We teach you how to measure

engagement, how to tie your blog into other marketing tactics, and ways to promote your content efficiently.

Instructional Objectives:

- Understand the benefits of having a blog strategy
- Learn about the best practices for incorporating keywords into blog strategies
- Understand the importance of measuring digital performance

Measurable Learning Outcomes:

- Creation of a blog strategy
- Creation of blog posts
- Understand the process of a SEO audit

## Instructor Bio



Darian Kovacs has developed curriculum and taught at various universities and colleges. He has over 6 years of experience in training, education and facilitation in teaching people of all ages how to market and promote their brand via workshops, school programs, group, and one-on-one training. Darian has written for BC Small Business and has been featured in Business in Vancouver and BC Business magazine. Darian is a member of the CPRS (Canadian Public Relations Society) and is the co-founder of the Canadian Internet Marketing Conference. Darian studied his MBA at Edinburgh Business School.