

# 2019 DIGITAL MARKETING DIRECTOR PROGRAM

## All new training starting January 2019

*Have Jonathan & his team train you directly – onsite and online!*

Our goal is to work alongside you using our 10 years of Digital Marketing experience and bring our latest training modules to maximize every opportunity within your business and help you to grow to new heights. We have recently created this intensive Digital Marketing Training Program, just for local BC small businesses.

Beginning January 8th 2019, this in-depth course includes 80 hours of expert training and is for intermediate to advanced social media users who are looking to dominate the digital marketplace. This is the perfect follow-up for those who have already completed our Social Media Director Program and are looking for further training. It can also be the perfect up-leveling for those already within the marketing community who want to learn and leverage all that the latest advances in digital marketing have to offer.

This tailor-made training will be conducted over a 15-week period, with a mix of onsite training, weekly Webinars, one-on-one tuition, and accountability, with constant feedback, along with additional specific training to suit each specific business. We will work with each person individually, benchmarking where they're starting from and where they would like to be. Each week, we will study and benchmark progress through a review of your work achieved via the newly-created We Make Stuff happen Online Academy.

*The 2019 Digital Marketing Director Program topics will cover:*

### **LEAD GENERATION**

- Valuable techniques for generating leads to increase your customer base

### **VLOGGING**

- Learn the best ways to use video blogging, Facebook, Instagram & Youtube to engage your audience and spotlight your brand
- How to use video creation using such tools as wave.video, E-camm, and other emerging technologies
- Using smart phone devices to create studio-quality commercial posts and interviews

## **BRAND ADVOCATES AND INFLUENCER MARKETING**

- How connecting with the right brand influencers and advocates can boost your brand awareness and the techniques to develop them
- What makes a brand consistent and highly-favoured? We teach you the art of enticing your ideal audience and online shopping portals, as well as e-commerce techniques and delivery methods.

## **EFFECTIVE ENGAGEMENT WITH LIVE VIDEO**

- How to create live videos, including YouTube Live, Facebook Live, Instagram Stories and Snapchat to increase authentic customer engagement
- Learn the best methods of utilizing video ad posts for your brand

## **USING AUTOMATION TOOLS – THE EMERGING USE OF AI**

- Discover the optimal methods to utilize Facebook messenger using chat bots and virtual assistants to build and maintain customer loyalty. This includes the building and developing of website live-chat interfaces

## **HOW TO USE PR TO GROW YOUR BUSINESS**

- Susan Elford, APR, CPCC will teach you how to develop and implement an effective Public Relations strategy

## **THE 2019 DIGITAL MARKETING DIRECTOR PROGRAM ALSO INCLUDES 3 AMAZING MODULES WITH PR EXPERT SUSAN ELFORD, APR, CPCC.**

*Susan will teach you how to:*

**Develop a strategy so you can incorporate social media into your business in a way that fits with your overall business, communications & marketing strategy.**

- Know your market in a way that helps you understand who your ideal clients are and what they are interested in. This will help you as you build your business offerings as well as your communications strategies and messages
- Build a communications and marketing program that serves your business. This program includes social media, but social media isn't all of it
- Discover other activities you can do in your business to build your profile. Susan will introduce a variety of communication tools and tactics that you can do in your business to make your own news and make stuff happen!

## OVERVIEW & METHOD OF ASSESSMENT

Each week will feature a one hour webinar on every topic we've included, which will conclude with follow up live Q&A each week over virtual coffee. We'll also have a private Facebook group for more general group questions and discussions. Ongoing email support is also available during the duration of the program.

- Case Studies: Assessment of current We Make Stuff Happen Clients through our in-house academy to learn from and evaluate.
- Direct Observation: Assessment of practical skills, which can be demonstrated via your online marketing activity.
- Performance Projects: Developing AdWords strategies, video reviews, in-depth review of Google Analytics and other social insights during the training.
- Self Assessment: Program members develop their own written and creative skills and judgment to assess themselves and their company. We will assign specific projects to help you stretch and grow.
- Projects: We will help you create unique projects, related to your company marketing strategy and use online marketing channels to leverage these.
- Simulations: We will simulate a cyberbullying/internet trolling crisis and help you manage the critical path of execution. We will also simulate a fraudulent account set-up scenario and help you create a strategic action plan.

## OUTCOME

At the end of your intensive training program you will be awarded the **certification of Digital Marketing Director**. This is an industry-recognized designation.

Your studies will be monitored weekly and will be measured by the number and quality of posts across chosen platforms.

By the end of the Program, you will have at an expert level of knowledge on many different Digital Marketing techniques.

**This Program can help you help you grow your company through improved customer communications and the most excellent 21st-Century Sales and Marketing techniques.**

The training will begin January 8, 2019 and conclude April 16th, 2019.

There will be a mix of onsite and online individual and group training sessions. We will have weekly webinar training sessions which will be recorded for stored in a shared vault for all class participants.

The total number of training hours is 80.

The cost of program is \$8,333.00 plus GST.

To be eligible to apply for the Canada-BC Job Grant, payment of \$8,333.00 plus GST must be paid in full prior to the course start date.

## **OUR TRAINING PHILOSOPHY**

- **Sustained effort:** Success does not come overnight, but through doing the right things consistently over a period of time.
- **Quality:** Providing quality content through social media channels builds the brand, but poor quality content – poorly written or in poor taste – can hurt the brand. For this reason, we place a premium on the quality of the content.
- **Value Added:** Social media is not about broadcasting your products and services; we focus on helping you be an added value to your fans, followers and engage in the online community.
- **Humanize:** Social Media will humanize your brand and allow your ideal audience to relate to you and become ambassadors for your Company.