

## Digital Marketing Workshops:

4 half day Workshops are delivered preferably every 2 weeks for 3.5 hours, delegates will complete self-reflections in between sessions to show learning and understanding. We can of course base topics around any specific development areas identified during the TNA with the employer.

To understand and apply marketing principles, including the role of customer relationship marketing, how to apply sales funnels and the main components of digital and social media strategies.

### Session 1: Foundation Principles

- Principles of Digital Marketing:  
It all starts with the customer: who are they, what do they do, where do they spend time, when are they there, how can you find each other. In this session you will learn how to research and create a robust Target Customer Persona and then put this into practice to start outlining your own.
- Developing Marketing Objectives:  
Everyone wants to “go viral”, but is that SMART? In the second part of this session we will develop objectives that are aligned with overall business goals and then we’ll scrutinise them to see if they meet the SMART test.

### Session 2: Your Shop Front - Websites & Social Media

- Broadcast vs Conversation  
Websites & social media have different roles to play and it’s based on whether the interaction is one way or a live conversation. This is where a Content Marketing Plan comes in. What will ‘hook’ new and existing followers on social media; what will bring people to our websites; what will convince them to become a customer?  
This is an interactive session where we’ll be creating graphics on Canva, videos on TikTok, SEO-focused blogs and much more, before looking at how we can turn one article into a whole content bank.
- Google My Business  
This is a platform that is frequently overlooked but is a big part of getting your website ranked better in searches, and making sure it appears on Google Maps. We will take a look at some best and worst examples to work out what makes for a good GMB listing.

### Session 3: Funnels – Building Relationships

- Sales Funnels  
Once you’ve grabbed your ideal customer’s attention the real work begins: now you need to nurture them, move them through your funnel, and truly engage them. In this session we will look at the stages of a funnel, the content that can be used at each stage and the tools/platforms that you’ll want to utilise.
- Paid vs Organic  
Budgets vary massively so it’s important to know how to grow an audience without an ad budget, as well as with. We will look at Facebook Ads Manager and the anatomy of a high performing ad, as well as how you can use social listening to find conversations to join.
- Email Marketing  
There are a huge range of tools, from full CRM systems like Active Campaign to simple tools like Mailerlite, which can be used to automate your funnels and make sure you meet your GDPR requirements. We’ll take a look at some of the top ones and then map out what a Welcome Nurture Sequence might look like.

#### Session 4: It's a Wrap

- Reflect & Refine

The final stage of a successful marketing campaign is to check its performance against objectives and KPIs, assess what has and hasn't worked, and make changes to future activity on the basis of this. We will look at the native and third party tools available to do this, including a walk through of Facebook Insights and Google Analytics, before critiquing a hypothetical campaign.

