



LIVE SEMINAR

Digital Marketing



TOPICS COVERED:

- **Content Marketing** — Develop informative and engaging content that drives results and establishes your organization as a thought leader
- **Email Marketing** — Effectively leverage email into your relationship marketing efforts
- **Online Ad Campaigns** — Learn the advantages and disadvantages the roles of CPM, PPC, SEM and SEO play in driving traffic and improving your reach
- **Search Engine Optimization** — Discover how SEO has evolved and what you can do to improve your search performance
- **Social Media** — Grow your social media presence and garner the attention of your target audience through a variety of social media platforms

Digital Marketing

S E M I N A R S U M M A R Y



In This Seminar You'll:

- Learn digital marketing basics.
- Find the best social media platforms for your organization.
- Discover how to strategize and develop integrated email and web campaigns.
- Study insights into analytics and evaluating the return
- Determine ways to define your digital marketing strategy.

Kickstart Your Digital Marketing Efforts

The overall meaning of digital marketing is any form of advertising that is done through a digital channel. Determining the best digital marketing strategy that fits your business is the first step in a successful plan. A major advantage to digital marketing versus traditional marketing is that results are in real time. You have the ability to see if advertising campaigns are proving fruitful and view website traffic immediately.

Building a solid foundation as you embark on your digital marketing journey is key. We'll walk you through step-by-step, and provide the tools you need to build a framework.

Achieve Your Business Goals

With a variety of digital marketing options available in the consistently changing digital world, how do you know what will work best for your organization? What efforts will yield the strongest ROI? In this seminar, we'll teach you best practices approaches to influence optimal digital marketing results.

Become a Thought Leader Through Content Marketing

Developing relevant, educational and interesting content is a key component of digital marketing. There are a variety of ways to present your content so it appeals to your entire audience. When building your digital marketing strategy, think about your target audience and which format would offer the greatest appeal. Sometimes a single format can get the message across, but often times, utilizing a mixture of formats proves most beneficial.

PROGRAM AGENDA

Digital Marketing Overview

What's Changed and Emerging Trends

- Discover the new face of primetime, drive time, newspapers and more
- Learn how digital disruption continually affects your digital marketing strategy

Digital Landscape: The Evolution of the Consumer Journey

- Use multichannel marketing to get your customers to spend up to four times more
- Find out why it's critical to create and maintain a single view of your customer across all channels — websites, apps, social media, etc.
- Look at brands using digital marketing successfully

Digital Assessment

The Role of Digital

- Understand the role digital plays in your overall marketing strategy
- Take an objective look at what you're doing right – and what needs to change now
- Identify missing opportunities to engage your customers online
- Examine how your target segments use digital to research, purchase and advocate products
- Identify the must-have components of a digital program

Determine Your Digital Priorities

- Establish goals, objectives and key performance indicators (KPIs)
- Understand the critical difference between metrics and KPIs
- Define your target audience priority

External Assessment

- Assess your current performance and pinpoint what to keep and what to ditch
- Evaluate your target audience – what are their likes and dislikes?

- Compare your efforts with your competitors
 - What to measure
 - How to “grade” yourself
 - How to make sense of the results
- Analyze industry best practices
 - What to look for in online benchmarking tools
 - How to leverage online tools for the most accurate results
- Internal Assessment and Review
 - Identify your stakeholders and solicit their insights
 - Discover how to provide an overview of analytics

Develop Your Strategy

- Use SMART Goals to Guide Digital KPIs
- Develop a Project Plan: What to Include to Ensure Effectiveness

Implement Your Strategy

Understand and Optimize Results

- Learn proven techniques to drive traffic – earned, owned and paid
- Discover how to increase Search Engine Optimization (SEO) and traffic referrals
- Gain tips and tricks to help grow online sales

Relationship Management

- Establish and nurture relationships online, so you control content and your story
- Implement effective content marketing strategies
- Develop a content calendar that keeps customers coming back

Build and Grow Your Social Media Presence

Digital Marketing Governance

- Discover the most popular social media platforms
- Learn how to establish your social brand identity

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