

# Digital First Marketing for Small Business

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**Facilitated by:** Aasman Brand Communications

**Date:** 3 sessions

**Location:**

## **COURSE OUTLINE:**

Aasman Brand Communications put together a course outline for a Digital Marketing First course for businesses selling services or products online.

The course will be 3 x 2.5 hour sessions on strategy principals, additional information and implementation strategies. Each session will have time allocated at the end to work through that week's worksheet, which can range from a business audit based on the topic of the week, or action plan.

In order for local businesses to compete in today's global society, a strong grasp of the tools available can help put Whitehorse companies and organizations on the digital map.

## **TOPIC 1**

### **Intro to Digital Marketing Strategy and the roadmap to success**

Content is King in 2022 but competing in a crowded online space is a difficult task. Learn how to find where your voice is suited best and create a strategy on how to be heard.

- Inbound marketing introduction
- Digital marketing road map
- Intro to developing your strategy
- Goal setting

## **TOPIC 2**

### **Know your Audience and creating content that resonates**

Content is King in 2022 but competing in a crowded online space is a difficult task. Learn how to find where your voice is suited best and create a strategy on how to be heard.

- Audience segmentation
- Developing audience personas and how to use them
- Determining key words and how they influence your content
- Content Mapping

## **TOPIC 3**

### **Websites and search engine optimization**

Your website is the world's introduction to your organization or business so this session will provide the tools necessary to ensure you're set up for success and you are being found.

- Built to convert or built for style: assigning purpose behind your design
- Platforms, Website builders – cost vs. scalability

- Functionality
- Search engine optimization – how does it work
- Tips on improving your SEO
- Auditing your business for SEO
- Design

## **TOPIC 4**

### **All things Google and Email**

With Google being so prominent in today's online advertising space, we'll devote half of this session to the ins and outs of a range of Google services.

#### Google Adwords/Display

- Analytics
- Keyword Planner
- Ad Groups
- Strategies for Search Engine Marketing
- Conversion Tracking

Some might think e-mail marketing starts and ends with newsletters, though in today's online space - that's just not the case. We'll talk e-mail strategies, best practices, automated delivery, website integration. In addition to e-mail we'll discuss the wealth of opportunity in the mobile space.

- Going beyond newsletters: E-mail campaign strategies
- E-mail Best Practices

## **TOPIC 5**

### **Social Media Marketing**

Social has grown to include a wide variety of services for businesses to promote themselves and navigating those can be overwhelming. We'll dive into the necessary functions and tools to make sure your social networking is performing at its peak.

- Social Media Landscape
- Developing a strategy that works
- Content best practices & strategies
- Schedule for success
- Paid advertising the right way