

Digital Marketing Masterclass

- **Presenters:**

Maurice Bretzfield

Maurice discovered the internet in 1994 and has pursued Digital Marketing ever since. The founder of two Digital Marketing startups, he has represented The Disney Company, The Microsoft Corporation, MTV, Sony Music and many more.

Kenny Soto

Kenny is a SCORE NYC Resource Volunteer and an expert in Personal Branding and Digital Marketing. Currently employed in the B2B marketing space, Kenny creates social media marketing strategies for various clients, focusing mainly on creating conversations for lead generation.

With special guest speakers.

- 5 Sessions
- 4 hours each (11 AM to 3 PM - One 30 Minute Break)
- 17 ½ hours of instruction

Description

This Digital Marketing Masterclass is designed for those who are ready to take their Internet Marketing and Ecommerce efforts to a highly effective level.

This series is jampacked with education, information, resources and instruction about how to use Marketing Technology tools that are free in some cases and low-cost in others.

If you are ready to embrace Online Marketing wholeheartedly and reach customers consistently, gain a knowledge of the Marketing Technology landscape and if you are serious about promoting yourself and your company or nonprofit digitally, then this is the series for you.

Digital Marketing is a reality of twenty-first century marketing and if you're not reaching your customers effectively, chances are your competition is or will soon.

At the end of this series you'll be ready to compete online.

Topics covered are:

- The Digital Marketing Ecosystem
- How to build a Digital Marketing System that you can afford.
- The strategies and tactics that will make you an effective Digital Marketer and ECommerce success.
- An understanding of the tools of the trade that will save you time and money.
- A thorough understanding of how to profitably use Google AdWords, Facebook, Instagram, LinkedIn, Twitter, Snapchat, Pinterest and more.

- Keyword Research – The backbone of your Digital Marketing effort.
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM) including deep-dives into Facebook, Instagram, Twitter, Snapchat, Pinterest, LinkedIn and more.

At its conclusion you'll be ready to use Digital Marketing effectively and economically to outperform your competition, reach your target audiences and optimize an Ecommerce effort that produces increasing sales. You'll come away with a large compendium of Digital Marketing Technology Tools (MarTech), resources and the knowledge of where to find the Digital Marketing information that you'll need to stay ahead of the game.

If you're serious about building your business through effective marketing in the 21st Century - this is the series for you.

Space is LIMITED. [Sign Up Now](#):

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| Date | Day | Venue | capacity | time |
|-----------|----------|-------|----------|------------------|
| 1/14/2017 | SATURDAY | SIBL | 45 | 11:00 AM-3:00 PM |
| 2/4/2017 | SATURDAY | SIBL | 45 | 11:00 AM-3:00 PM |
| 2/11/2017 | SATURDAY | SIBL | 45 | 11:00 AM-3:00 PM |
| 3/4/2017 | SATURDAY | SIBL | 45 | 11:00 AM-3:00 PM |
| 4/15/2017 | SATURDAY | SIBL | 45 | 11:00 AM-3:00 PM |

SECTION 1

Internet Marketing in 2017

During the last ten years or so, the balance of power between buyer and seller has changed dramatically. Now, the buyer is behind the wheel and your job, as a marketer, is to be in the right place and at the right time to attract them to you.

In Section 1, we cover the intricacies of digital marketing in the “2017 Marketplace of Ideas and Information.” The internet has changed Marketing and advertising profoundly and you need to understand about the strategy, tools and the tactics available to you to promote yourself and your business strategy effectively through both organic search and paid advertising (PPC). At the completion of this course you will take away an understanding of the mental framework needed to succeed in today's marketing world.

- Inbound Marketing - Why Digital outreach is so much more effective than traditional marketing.

- Real life example of brands doing great digital marketing campaigns
- Buyer personas
- Buyer journey funnels (no one pays when you ask them, they pay when they are ready)
- Keyword Research
- Working in a mobile first world
- Listening as a strategy - Creating a system of learning and The Scientific Method (experimentation and failure followed by success).
- Tools of the trade
- Content formats: written, video, graphics and audio
- Create Original, Curated, Repurposed Content, and Newsjacking
- Reporting
- Creating a Digital Marketing Machine - Create, Distribute, Analyze, Repeat

SECTION 2

Your Website and Search Engines (SEO)

In Section 2, we will be covering SEO and web marketing in-depth and the importance of your website's ability to convert customers and retain them as loyal promoters of your brand, product and/or service. Your website is the hub of your marketing machine. There are many factors needed for you to create an effective website, including a mobile design, SEO, strong backend development, and how to stay up-to-date in a rapidly changing online marketing environment. Learn how to use the free tools that Google provides to optimize your sites.

- Fundamentals of website creation (backend)
- Fundamentals of website design (front end & mobile)
- W3 Compliance
- Search Engine Optimization (SEO)
- Schema
- Google Analytics
- Google Webmaster
- Keyword Research
- Robots.txt
- Advanced Search Operators
- MarTech: Optimizely, Hotjar, SEMrush, Coschedule, Longtail Pro, UberSuggest, Yoast SEO, Moz Local, and Moz Pro

SECTION 3

Twitter, LinkedIn, G+ and Pay Per Click Advertising - Google AdWords

In this workshop, we focus on two social media platforms and Google AdWords. We will cover how to utilize Twitter even with its decrease in attention over the past 3 years, how to use LinkedIn for personal branding and B2B marketing, and using Pay Per Click ads through Google AdWords for capturing website visitors and converting them into leads and sales.

- AdWords
- Conversion Tracking
- Paid media best practices (review)
- Why Twitter is still valuable
- Twitter ads
- Retweeting and replying to build relationships (media opportunities)
- LinkedIn for personal branding and B2B outreach
- MarTech: LinkedIn Premium, Grammarly, and Sprout Social

SECTION 4

Facebook & Instagram

In this workshop, we will be cover, in-depth, the fundamental of posting on both Facebook and Instagram. In addition, we will be covering how to use each platforms paid media platforms for advertising, why each is so effective in helping you achieve your business goals, and specific tactics you can use outside of advertising to grow your online communities.

- Ads are used for two things: 1. Build community and reach 2. gain conversions (lead gen or actual sales)
- Facebook Page
- Facebook ad account set up
- Facebook video and Facebook live
- Facebook ad targeting and how and when to use Facebook's phenomenal filtering capabilities in the right context
- Facebook analytics for pages
- Facebook analytics for ads (including custom columns feature)
- Facebook Messenger (mention only)
 - <http://blog.hubspot.com/marketing/facebook-bots-guide#sm.0001edp42u2shfs7105pj01pxv0>
- How to utilize and set up Facebook Instant Articles
- The difference between the two platforms (FB vs. IG)
- Instagram hashtag targeting, include the use of emojis
- Influencer Marketing
- Instagram ads and the context for them
- Paid media best practices
- MarTech: AdParlor, Sprout Social, BuzzSumo, Canva, Feed43, and Google News Alerts

SECTION 5

Email, Snapchat and YouTube (keeping your finger on the pulse)

In this section we cover one of the oldest online marketing channels, email and, one of the newest ones, Snapchat. We also cover YouTube marketing and how it ties into your overall marketing effort. We also cover strategies you can use, to keep your finger on the pulse for new

emerging marketing channels so that you can leverage for customer attention, relationships, and sales.

- Email Marketing best practices
- YouTube Channel Optimization
- YouTube ad targeting
- Snapchat basics
- Geo-filters
- Team branding
- Exclusivity (make the value prop for the content unique)
- Influencer marketing on Snapchat and YouTube
- MarTech: Constant Contact
- Keep your eye on the horizon (music.ly)