



Cross-Channel Digital Strategy

Course Type

Online Certification
OR In-Person Certification

Course Duration

20-30 hours online (over 3-month period)
OR 2 Days In-Person

Content provided by
MarketMotive

Course Overview

How would you describe your digital marketing efforts? Do you know which areas need improvement or even consideration? Where can you best use your time and resources to accelerate your success? This course teaches you how to develop a clear digital strategy while integrating offline tactics to enhance your total marketing budget.

By learning of the necessary resources for a successful online marketing strategy, attendees will understand the elements needed in their own businesses to be successful.

The session will cover an integrated approach to successful campaign development; social media, website development, PPC marketing, email, online PR, online copywriting, usability, analytics, and how to adjust for improvement in all of these areas.

Topics

- Understanding the digital consumer
- Research methods for understanding and reaching your market
- Assessing your company resources for a digital strategy
- Integrating the digital strategy specifically for your company
- Analytics: Making your online presence a profit-generating machine
- Discover the power of integrated marketing by enhancing both online and offline strategies

Course Outline

- Develop Purpose and Goals
 - Develop the psychographic profile
 - Online surveys
 - Interviews
 - Testimonials
- Create and explore the user persona
 - Beyond demographics
 - Personalizing your target audience
- Research their language
 - Keyword research
 - Targeting research
- Develop the message
 - Clear and Consistent value proposition
 - Design for the message
 - Create for the message
- Adapt to the medium

- The medium is the message
- Case studies

Sell and Persuade Online

- Website Marketing
 - Design
 - Flow and usability
 - Conversion analysis and improvement
- Content Development
 - Developing persuasive online content
 - Writing for search engines
 - Presentation of content
 - Layout and readability
- Search Engine Optimization
 - User-based optimization
 - Navigation for rankings
 - Long-tail optimization
 - Keywords
 - Ranking factors
- Pay-Per-Click (PPC) Marketing
 - Campaign set-up
 - Costly mistakes to avoid
 - Creative in 140 characters
- Agile Improvement & Testing: Test and adjust for increased profits
 - Testing pages
 - Testing messages
 - Testing campaigns
- Analytics: Making your online presence a profit-generating machine
 - Behavior-based analytics
 - Beyond the numbers
 - Developing reporting strategies that make sense
 - Seven steps for analytics success

Outline subject to change.

Registration Rates (Online and In-Person)

DMA member \$1,399
 Non-member \$1,699

Location

Dates

Chicago	February 2-3, 2012
New York	May 21-22, 2012

Online and In-Person Instructor

Matt Bailey

President, SiteLogic

Matt Bailey is president and founder of SiteLogic, an Internet marketing training and consulting company. Prior to founding SiteLogic, Matt built web marketing departments at two agencies. He has been teaching web marketing to businesses since 1998, and has consulted with some of the biggest brands in the world.

Speaking at seminars and workshops internationally, Matt is known for his clear teaching style, enabling people to understand complex technical information and apply it to their websites.