



3440 Balsam Grove, Regina, SK S4V 2S4

Phone: (306) 551-3463

Email:

wayne@metricsonlinemarketing.com

Web: metricsonlinemarketing.com

OVERVIEW OF COURSE

Applied Digital Marketing - intensive 3 day course is a hands on, one on one, program designed to provide businesses with the tools and knowledge to manage their own digital marketing program from strategy to execution. The course content includes marketing strategy & budget creation, brand management, content creation, SEO & SEM, social media and web analytics and design. Participants also receive one on one training on social media, graphic design, and video editing platforms, as well as google analytics, and budgeting tools.

Participants will leave this course with a marketing plan targeted to meet their individual business's needs allowing them to successfully recover from or navigate through the pandemic, along with the skills to execute this plan. Upon successfully completing the course, participants will be provided a certificate of completion.

Total Time of Course:

20 hours In Person

Digital Marketing Basics

Key Learning Objectives:

- Discuss the most important characteristics of digital marketing
- Identify the customer's journey
- Identify the different areas of digital marketing
- Organize a digital marketing plan & content calendar
- Set SMART marketing goals that align with and support your business goals.

Course Curriculum

- Traditional vs Fully Engaged vs Digital Consumer Introduction
- Overview of Buyer Types – NEDICT and RAFPS
- Elements of a Digital Marketing Plan
- Impact of COVID on Your Business and Marketing Plan
- Key Measurements – ROI (Return on Investment) and Customer Value



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Content Marketing

Key Learning Objectives:

- Identify and understand your ideal customers
- Determine which content types best fit your organization
- Develop an understanding of Content Marketing as it relates to search engines
- Learn how to create high quality content for digital marketing.

Course Curriculum :

- Content Marketing Foundations
- Taking great photos
- Creating your own Video
- Creating quality graphics
- Writing great content

Social Media Marketing

Key Learning Objectives:

- Gain in-depth knowledge on social media channels
- Learn how to create paid ads on social media channels & measure results
- Learn how to create professional social media accounts & profiles.
- Garner skills to create a social media marketing strategy
- Learn how to manage social media issues based on a real-life examples.

Course Curriculum:

- Social Media Marketing Strategies
- Facebook Basics
- Instagram Basics
- Youtube Basics
- Twitter Basics
- Pinterest Basics
- Creating & targeting social media ads
- Using social media to generate & capture leads



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Reputation Management

Key Learning Objectives:

- Learn how to build a sustainable online reputation
- Understand how to manage your Google My Business Page
- Understand how to respond to positive and negative reviews
- Understand how to manage a crisis and respond appropriately across multiple platforms.

Course Curriculum

- Introduction to Google My Business and Bing Listings
- Responding to Positive and Negative Reviews online
- Getting more online reviews and tracking your reputation online.
- Reviewing the right reputation management tools available.

Email Marketing

Key Learning Objectives:

- Learn how to create an email marketing strategy that grows your business
- Understand the Castle Law and its implication on email and text based marketing
- Learn how to build an email marketing strategy

Course Curriculum

- Understanding Email Marketing
- Developing lists
- Castle Laws in Canada and its impact on email and text-based marketing
- Sending the Right Email and Creating a High-Performing Email
- Understanding Email Deliverability
- Outlining the Design of Your Marketing Emails
- Analyzing Your Marketing Emails
- Testing Your Marketing Emails
- Tools necessary to do email marketing



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Website Development & Management

Key Learning Objectives:

- Understand Design Elements of a website as it relates to your brand
- Learn conversion strategies as it relates to your website
- Understand the importance of your website as a digital marketing tool
- Learn how to design and edit your website

Course Curriculum:

- Learn to plan, outline and write new content for your website.
- Successfully add new pages to your Website's menu.
- Review of pop's and strategies to enhance your conversions
- Understand how to research and include SEO Keywords in Website content.
- Successfully change content on Website pages
- Reviewing tools for SEO keyword research

Managing Virtual Teams

Key Learning Objectives

- Identify what constitutes a virtual team
- Evaluate the challenges and opportunities of leading a virtual team
- Highlight the key skills of an effective virtual team leader
- Apply strategies to tackle issues that virtual teams have in the areas of motivation, social engagement, communication and logistics
- Learn how to use virtual conferencing and team management technology.

Course Curriculum

- Virtual Continuum
- Differences Virtual Teams Represent
- Challenges and Benefits of a Virtual Team
- Skills of an Effective Virtual Team Leader
- Tackling the Main Issues of Virtual Teams
- Dealing with Motivational Challenges
- Dealing with Engagement Challenges
- Dealing with Communication Challenges
- Virtual Meetings and Agenda
- Logistics of Virtual Teams and Meetings



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TIMELINE

Course will be delivered in person from 8:30 - 4:30 daily, June 16, 17, 18, 2021

Credential Awarded

Certificate of Completion - Applied Digital Marketing

Training Cost

\$8,000 for each company, with up to 5 participants involved.

Training Cost Breakdown is as follows:

\$ 250 Materials

\$ 7,750 Tuition

\$8,000 + GST