

DIGITAL Marketing BOSS

DIGITAL MARKETING & SOCIAL
MEDIA FOR BUSINESS



The Digital Buzz

TRAINING PROGRAM



INTRO TO DIGITAL MARKETING

- Digital Marketing Channels
- Inbound and Outbound Strategies
- Digital Analytics
- Traditional vs. Digital Marketing
- The Buyer's Journey
- Digital Concepts, Principles & Tools



SEM (SEO & PAID SEARCH)

- Paid and Organic Search
- Key SEO Components
- Search Engine Introduction
- Designing a Proper Website
- Elements of Paid Search
- Success Metrics & KPI's



DIGITAL DISPLAY & EMAIL

- Key Concepts, Benefits and Value
- Key Advertising Platforms
- Advertising Buying Mechanisms
- Strategy Objectives
- Email Writing and Design
- Copy & CTA's (Call to Actions)

TRAINING PROGRAM



SOCIAL MEDIA MARKETING

- Social Media Marketing
- Key Terminology
- 12 Steps for Success
- How to find your ideal Target
- Social Media Content the Converts
- Turning Followers into Customers
- Facebook Ads
- Instagram Masterclass (Content, Stories, Reels, Algorithms, Video, Engagement Rate and more!)
- Do's & Don'ts of Social Media



VIDEO MARKETING

- Video playbook for the mobile era
- Between the screens of mobile & TV
- Differences when creating video for different platforms
- Top Goals of producing video for YouTube
- The importance of Storytelling
- The top creative elements for having compelling video content



INFLUENCER MARKETING

- What is Influencer Marketing?
- The Value Exchange between Influencer and Brand
- Types of Influencers, when and how to pick each category
- The "It" Factor
- How to do an Influencer Marketing Strategy
- Platforms to find the right Influencer

TRAINING PROGRAM



PLANNING & STRATEGY

- Digital Marketing Funnels
- Understanding the customer journey
- 7 Steps to put together a Digital Marketing Strategy
- What channels to use depending on your business goals
- How to allocate your budget
- Elements of a successful execution

BONUSES!



INSTAGRAM GROWTH GUIDE (\$197 Value)

19 growth hacks used by the pros and actionable ways to supercharge your engagement & growth on Instagram in 2020. Build loyalty, retention and translate followers into customers.



DIGITAL MARKETING STRATEGY TEMPLATE (\$375 Value)

Create an integrated digital marketing plan in minutes with our detailed template and establish a strategy that your entire business can work from.

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BONUSES!



ECOMMERCE 101: START SELLING ONLINE (\$250 Value)

The Ultimate eBook to starting your first Ecommerce Business. This detailed 63-page blueprint will teach you how to build, launch and grow a profitable online store even if you've never had an eCommerce website.



Q&A GROUP COACHING WITH CAROLE (\$525 Value)

This will be your favorite secret weapon to make sure you're generating momentum throughout the entire program. On these calls, I'll be holding a Q&A for you to ask any questions and help you and your biz on your Digital Marketing journey.

TRAINING PROGRAM

MEET YOUR TRAINER: CAROLE BARDASANO



Carole is one of the leading experts on Digital Marketing and Media in South Florida, with over 20 years of experience working in Fortune 500 Companies. With her work in senior roles at **Swatch Group, Viacom, NBC Universal, FremantleMedia and Warner Bros**, she combines a thorough knowledge of traditional marketing as well as an in-depth expertise on how to integrate these new Digital Marketing Strategies for business success.

As US Head of Digital Marketing at **Swatch Group**, Carole led the growth of the brand's online revenue by 72% on all digital channels.

She collaborated with the **NBA, Macy's, GQ Magazine** and **Tourneau** in the company's key digital marketing campaigns and partnerships. Currently, she is lead Consultant Strategist for several businesses in South Florida.

Carole Bardasano holds a Post-Graduate degree in Digital Marketing & Social Media from the **University of San Francisco**; a Certificate in Digital and Social Media Marketing from **Harvard**, and is **Google AdWords, Google Analytics & Facebook Blueprint Certified**.

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TRAINING DESCRIPTION

The Digital Marketing Training explores how to harness the power of digital within the context of your marketing and business strategies. You will gain a fundamental understanding of the core principles of Digital Marketing and how to activate each one for an effective Digital Marketing Plan.

WHO IS THIS TRAINING FOR?

Executives, business owners, marketers or anyone who wishes to deliver a holistic integrated marketing strategy.

WHAT CAN YOU EXPECT?

An immersive dynamic training designed specifically to give you real world information with case studies that will give you exposure to the latest techniques and tools to improve your marketing.

TRAINING PROGRAM

WHAT WILL YOU LEARN?

You will learn to leverage innovative concepts and all key fundamental strategies in Digital Marketing to gain a competitive advantage within your organization and colleagues.

DO I NEED DIGITAL MARKETING EXPERIENCE TO ATTEND?

Not at all! The training is designed for anyone even if you have zero experience in Digital Marketing or Social Media. The workshop is extensive and thorough so you will have all the necessary skills after the program.

HOW LONG DOES IT TAKE?

The course can take 4 weeks or you can binge watch it à la Netflix! It's up to you. You go at your own pace, whatever that looks like for you :)

HOW IS THIS TRAINING DIFFERENT?

The DIGITAL MARKETING BOSS training is an efficient and immersive training done through hands-on learning so you can go back to your busy life! You will receive to-the-point actionable skills in all the important digital marketing topics like social media, content marketing, video marketing, online advertising, user experience and more. You will learn practical skills that you can use right away!

LOOK FORWARD TO SEEING YOU!