



## Digital Marketing Strategy Agenda

***Practical and jargon-free, this masterclass will show you how to get more enquiries from the Internet by creating the best online reputation. Together we will learn how to use simple and effective tactics across all key elements of digital marketing from online content to website enquiries, search engine optimisation, social media and email marketing.***

***Level:*** Beginners to Intermediate – decision makers who are new to digital marketing or are disappointed by the results to date, perhaps undecided about the many options today. It helps to have a recent sales and marketing strategy and a good understanding of your target audience.

***Masterclass objectives:*** the purpose is to help you improve your digital skills in the following areas:

- understanding the steps needed to design your digital strategy that will lead to more enquiries
- reviewing current online marketing activities and refine your efforts for better results
- using more time-efficient techniques for creating, publishing and amplifying online content
- building your confidence and ability to implement the elements of your digital marketing strategy

### **Part 1. Rediscover Digital Marketing - A 'scene setting' module:**

- the role of digital marketing to become credible and trusted more by your ideal customers
- learn about the 3 key elements of your digital marketing action plan and strategy:  
*Content Creation – Content Publication – Content Amplification®*

### **Part 2. Your Content Amplification Action Plan (1) – Get More Website Traffic with SEO**

- how to use search engines and mobile search to increase your online visibility
- learn how to review and improve your current position using the 'Google CV Checklist'
- the 3 tactics you will add to your SEO marketing strategy this year:  
*Confirmation – Collaboration – Cooperation ©*

### **Part 3. Your Content Amplification Action Plan (2) – Get More Traffic from Social Media:**

- how the new rules and algorithms have changed the way we use social media marketing

- learn how to get more impact and results with the *'Savvy Social Networker Checklist'*
- the 3 tactics you will add to your social media marketing strategy this year:  
*Mentor – Messenger – Merchant ©*

**Part 4. Your Content Publication Action Plan** – Get More Enquiries From Your Website:

- how to review or plan your future website using the *'Website Visitors Conversion Checklist'*
- how to use case studies, online videos and blogging to increase your credibility online
- the 3 tactics you will add to your website experience strategy this year:  
*First Impressions – Reputation Elements – Calls To Action ©*

**Part 5. Your Content Creation Action Plan** – Prepare for Digital Marketing Success:

- how to attract more customers using two types of online content: *Promotional & Social*
- learn how to use the *'7 Habits of Successful Digital Marketer'* to create better content faster
- the 3 tactics you will add to your content marketing strategy this year:  
*Content Diversity – Content Frequency – Content Relevancy ©*

**Part 6. Your Digital Marketing 'Preparation Action Plan'** – How to implement the advice from today:

- how to prioritise the various tasks to complete the design of your Digital Marketing Strategy
- Q&A Session and Close