

Program Overview:

As the technology landscape continues to evolve for marketing and sales, many companies struggle with understanding where they are in the cycle and how to best leverage the tools that are available. The purpose of the session is to provide an educational overview of the existing digital marketing ecosystem, including application examples, and create an interactive process to assess how each component would apply to your business. As we evaluate each section of the ecosystem, we will conduct a brainstorming session to complete a workbook with specific ideas to execute for each component.



The session also includes an overview of the freelancer market, best practices to secure affordable talent and unique tools to facilitate the process. At the conclusion, we will develop an action plan of next steps to take internally to implement the concepts discussed!

Session Agenda:

- Review Meeting Objectives
- Business Profile and Current Situation Summary Review
 - Operations and Organizational Structure
 - Marketing, Advertising and Lead Generation
 - Sales Conversion and Referrals
- Marketing Technology Landscape Review
- Digital Marketing Footprint Review and Audit
 - Worksheet: Rate and scoring of each component (Website, Blog, Social Media Properties, Email Marketing, Digital Advertising)
 - Evaluate each component to identify improvement opportunities
- Customer Profiling
 - Review examples from other companies
 - Worksheet: Outline and define key characteristics of target customer(s)
- Content Development and Content Marketing
 - Define purpose and value of lead magnets and thought leadership guides
 - Define purpose and value of lead nurturing and methods
 - Worksheet: Identify subject matter for lead magnet, nurture emails and blog content. Develop a nurture content inventory management system.
- Digital & Traditional PR
 - Review channels and strategies
 - Worksheet: Identify target mediums and relationships for data mining methods
- Data Mining for Prospects
 - Review examples and strategies from other companies
 - Review of content captured and how to properly leverage for prospect engagement
 - Worksheet: Identify potential target locations for prospect data
- Working with Outsourcers
 - Review channels and options
 - Identify type of work needed
 - Best practices to draft task requirements and engage quality vendors
 - Review key tools of the trade
- Action Plan & Internal Task Assignment
 - Review of worksheets completed
 - Selection, prioritization, and assignment of tasks to be executed
 - Overview and recommendation of goal achievement systems