



A ONE-DAY SEMINAR

digital marketing

Analytics, digital advertising, email, SEO, social media, emerging trends and more

This one-day course will add dimension to your organization's digital marketing efforts. You will:

- **Learn** digital marketing basics.
- **Find** the best social media platforms for your organization.
- **Discover** how to strategize and develop integrated email and web campaigns.
- **Study** insights into analytics and evaluate the return on your digital investment.
- **Determine** ways to define your digital marketing strategy.

 FRED PRYOR SEMINARS



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Kickstart Your Digital Marketing Efforts

The overall meaning of digital marketing is any form of advertising that is done through a digital channel. Determining the best digital marketing strategy that fits your business is the first step in a successful plan. A major advantage to digital marketing versus traditional marketing is that results are in real time. You have the ability to see if advertising campaigns are proving fruitful and view website traffic immediately.

Building a solid foundation as you embark on your digital marketing journey is key. We'll walk you through step-by-step, and provide the tools you need to build a framework for success.

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Achieve Your Business Goals

With a variety of digital marketing options available in the consistently changing digital world, how do you know what will work best for your organization? What efforts will yield the strongest ROI?

In this seminar, we'll teach you best practices and approaches to influence optimal digital marketing results.

Topics covered

- Content Marketing — Develop informative and engaging content that drives results and establishes your organization as a thought leader
- Email Marketing — Effectively leverage email into your relationship marketing efforts
- Online Ad Campaigns — Learn the advantages and disadvantages the roles CPM, PPC, SEM and SEO play in driving traffic and improving your reach
- Search Engine Optimization — Discover how SEO has evolved and what you can do to improve your search performance
- Social Media — Grow your social media presence and garner the attention of your target audience through a variety of social media platforms

Digital Marketing By the Numbers

- "Nearly 20% of total time spent online in the US across both desktop and mobile devices is on social platforms." — *Business Insider*
- According to a 2016 report by Nielsen Company, US adults spend roughly 10 hours daily viewing media digitally. — *CNN*
- There are 3.5 billion+ internet users in the world — more than 45% of the world's population. — *internetlivestats.com, worldometers.info*
- "Consumers who use digital while they shop in-store convert at a 20 percent higher rate compared to those who do not use digital as part of the shopping process." — *Deloitte Digital*
- "Nearly 8 in 10 consumers (76 percent) surveyed interact with brands or products before arriving at the store, and are therefore making digitally-influenced decisions much earlier in the shopping process." — *Deloitte Digital*



Become a Thought Leader Through Content Marketing

Developing relevant, educational and interesting content is a key component of digital marketing. There are a variety of ways to present your content so it appeals to your entire audience. When building your digital marketing strategy, think about your target audience and which format would offer the greatest appeal. Sometimes a single format can get the message across, but often times, utilizing a mixture of formats proves most beneficial.

Discover Top Content-Presentation Methods

- Visually digest content and learn how to provide rich graphics that guide readers through the piece.
- Relate educational and editorial insight about your offering and position it in the marketplace.
- Quickly explain topics through video – perfect for posts, email campaigns, and more.
- Digital storytelling connects social media with marketing efforts to humanize your brand, which develop and drive customer loyalty.
- Discover tools and apps that allow you to conduct your own targeted focus groups to better position yourself in the marketplace.
- Promote your message by developing a cult following of listeners and create brand awareness.
- Host content on your website where you share news and trends to create a “face” to your audience and bolster SEO and social media efforts.

Be a Masterful Storyteller With Social Media

In order to find which social media platform(s) best fits your digital marketing efforts and organization, determine who your audience is and what you’d like to accomplish. Some popular platforms to choose from are:



Facebook® — Story and image-driven. Users like, comment, follow and share: photos, videos, articles and advertisements.



Instagram® — Image-driven. Users heart, comment, send and repost pictures, as well as videos.



LinkedIn® — Business and content-driven. Users like, comment, follow and share articles and infographics, along with images related to professional development and career.



Pinterest — Image-driven. Users pin, like, comment and share photos that link to blog posts, articles, etc.



Snapchat — Image-driven. Users snap photos and post short videos. This platform differs to other platforms in that it doesn’t retain an archive of past posts. Users control how long their snaps appear to their followers.



X® formally known as Twitter — Information and news-driven primarily, along with images. Users can heart, follow, tweet, re-tweet.

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Agenda

• Digital Marketing Overview

- What's Changed and Emerging Trends
 - Discover the new face of primetime, drive time, newspapers and more
 - Learn how digital disruption continually affects your digital marketing strategy
- Digital Landscape: The Evolution of the Consumer Journey
 - Use multichannel marketing to get your customers to spend up to four times more
 - Find out why it's critical to create and maintain a single view of your customer across all channels — websites, apps, social media, etc.
 - Look at brands using digital marketing successfully
 - How did they become a thought leader?
 - How do they influence purchases?
 - How do they generate online sales?
 - How does their customer support attract, keep and convert customers?
 - How do they nurture customer relationships?
 - How do they fuel brand advocacy?

• Current Trends

- Discover important technologies that will boost your digital marketing program
 - Content Management Systems
 - Website Analytics Platforms
 - Marketing Automation Technologies
- Best Practices for Email and Text
 - Avoid blacklisting and SPAM filters so you reach current and potential buyers
 - Explore a must-have guide to effective email streams
 - Manage opt-ins/opt-outs to retain as many customers as possible
- Social Media
 - Find out which social media platforms are "in"
 - Discover the demographics of popular platforms
 - Learn what types of posts offer the highest engagement for each platform

• Digital Assessment

- The Role of Digital
 - Understand the role digital plays in your overall marketing strategy
 - Take an objective look at what you're doing right – and what needs to change now
 - Identify missing opportunities to engage your customers online
 - Examine how your target segments use digital to research, purchase and advocate products
 - Identify the must-have components of a digital program
- Determine Your Digital Priorities
 - Establish goals, objectives and key performance indicators (KPIs)
 - Understand the critical difference between metrics and KPIs
 - Define your target audience priority

- External Assessment
 - Assess your current performance and pinpoint what to keep and what to ditch
 - Evaluate your target audience – what are their likes and dislikes?
 - Compare your efforts with your competitors
 - What to measure
 - How to “grade” yourself
 - How to make sense of the results
 - Analyze industry best practices
 - What to look for in online benchmarking tools
 - How to leverage online tools for the most accurate results
 - Internal Assessment and Review
 - Identify your stakeholders and solicit their insight
 - Discover how to provide an overview of analytics
 - Learn major internal research insights to focus on

• Develop Your Strategy

- Use SMART Goals to Guide Digital KPIs
 - Think strategically and establish a plan for the next five years
- Develop a Project Plan: What to Include to Ensure Effectiveness
 - Establish and communicate a digital vision
 - Examine sample plans to identify the best approach for your organization

• Implement Your Strategy

- Understand and Optimize Results
 - Learn proven techniques to drive traffic – earned, owned and paid
 - Discover how to increase Search Engine Optimization (SEO) and traffic referrals
 - Gain tips and tricks to help grow online sales
- Relationship Management
 - Establish and nurture relationships online, so you control content and your story
 - Implement effective content marketing strategies
 - Develop a content calendar that keeps customers coming back
- Build and Grow Your Social Media Presence
 - Discover the most popular social media platforms
 - Learn how to establish your social brand identity

• Digital Marketing Governance

- Learn ways to keep your efforts compliant

Who should attend?

- **Marketing professionals**
- **Small business owners**
- **Social marketers**
- **Communication specialists**

Anyone else who wants to learn how to maximize digital marketing efforts and their return on investment.

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Guaranteed Results

All of our seminars are **100% SATISFACTION GUARANTEED!** We're confident this seminar will provide you with the information needed to build your digital marketing skills. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your seminar attendance stating the reason you were not satisfied, and we'll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free!*

Free Digital Resources for Every Participant

Your registration includes a variety of seminar resources that highlight pertinent information. These materials are offered digitally—making learning interactive and easily accessible. Reference these materials time and time again to recall key points and problem solve.



Why You'll Give this Course Top Marks

A+ Quality and Content

We cover the most essential, relevant content in a fast-paced, one-day format that respects your time. We strive for the essential course balance, giving you key how-to information without complex human relations theory that you don't want or need.

A+ Training Value

You'll get substantial returns from a small investment. Like every Fred Pryor seminar, this program is value-driven and designed with your budget in mind — this is training that will pay, not cost.

A+ Convenienc

You can make the most of your time and gain these considerable benefits without the hassle, inconvenience and expense of travel. Our one-day format and extensive national seminar schedule ensures that professionals everywhere can attend at their convenience.

A+ Experience

Fred Pryor's record of customer satisfaction is unsurpassed — more than 40 years in business and over 11 million satisfied customers from over 300,000 organizations clearly attest to our ability to deliver what we promise. Our customer satisfaction rate speaks for itself!

A+ Course Materials

You'll receive an invaluable workbook that's yours to keep, complete with information covered in the seminar, indispensable supplementary information and plenty of room for your own notes. Everything you've learned will be right at your fingertips, ready for quick reference whenever you need it.

Registration Information

Enroll Today! Hurry, our seats fill *fast*. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program.**

Quick Confirmation! To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your e-mail address and/or fax number.

Cancellations and Substitutions

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note that if you do not cancel and do not attend, you are still responsible for payment.

Please Note

- You will be notified by e-mail, fax and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).
- Walk-in registrations will be accepted as space allows.
- For seminar age requirements, please visit <http://www.pryor.com/faq.asp#agerequirements>.
- Please, no audio or video recording.
- You will receive a Certificate of Attendance at the end of the program.

Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 4 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

Tax Deduction

If the purpose of attending a Fred Pryor seminar is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

Continuing Education Units (CEU)

Fred Pryor Seminars offers CEU credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines, and approval is at the discretion of your licensing board. **Questions and concerns should be directed to your professional licensing board or agency.**

Completion & Continuing Education Certificates

To obtain a certificate documenting your completion and/or CEU credits, please visit www.pryor.com/certificate. Certificates will be available 10 days after your event has ended.

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4 METHOD OF PAYMENT **Important: Send your payment now. Tuition is due before the workshop.** Please make checks payable to Fred Pryor Seminars and return form to: P.O. Box 738002. Our federal ID# is 92-2053228 (FEIN).
Please add applicable state and local tax to your payment for programs held in Hawaii (4.166%; Honolulu 4.712%), South Dakota (6.5%) and West Virginia (6%; plus applicable local tax).
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REGISTRATION FORM — Digital Marketing