

# Boomin

## Digital Marketing Coursebook

---



---

# INTRODUCTION

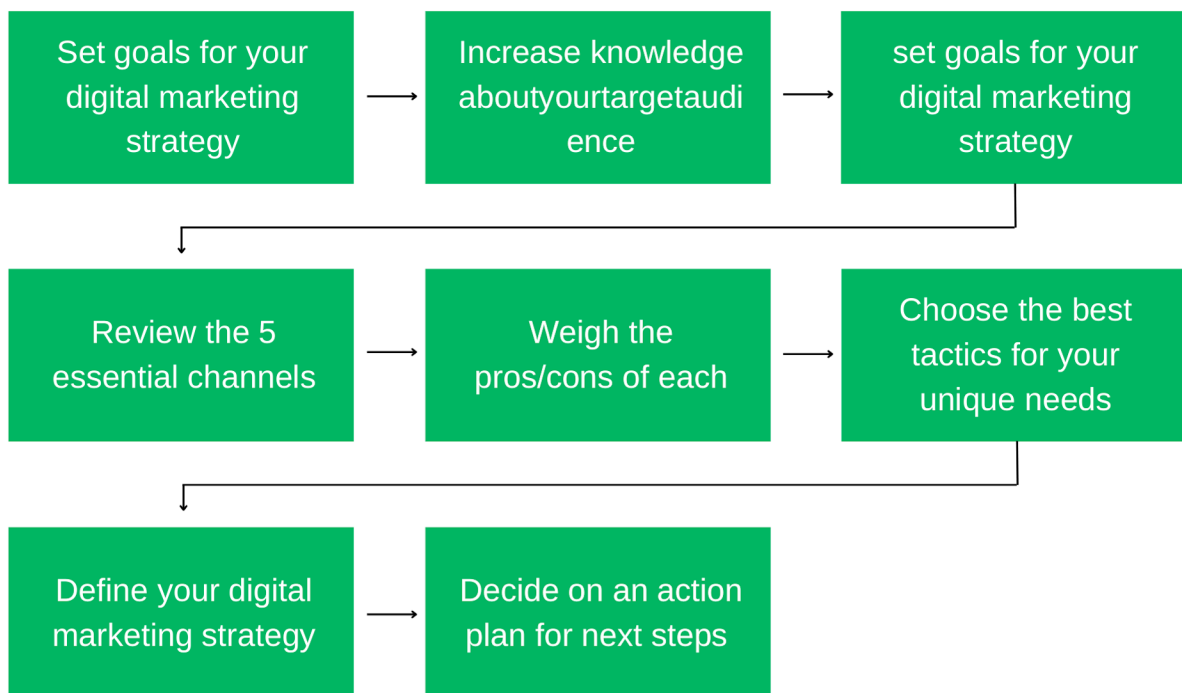
- Digital marketing uses online channels to market products, services, and brands
- Most marketing we do today is online
- Digital Marketing has come out on top for several reasons:
  - Reach a larger, potentially global, audience
  - Nurture your buyer's journey from awareness to consideration to decision-making
  - Hyper-target and reach prospects most likely to buy your product/service
  - Be cost-effective (if you don't rely heavily on ads)
  - Measure your success daily

# A DIGITAL MARKETING STRATEGY IS CRITICAL TO SUCCESS

- You must have a well thought out approach
- Don't make the 'shiny new object' mistake
- If you're just starting out, stick with the basics
- No two businesses are alike and not all digital marketing tactics will work for you
- Here are the 5 popular and proven digital marketing channels:
  1. SEO
  2. Content marketing
  3. Social media marketing
  4. Email marketing
  5. Conversational marketing
- Choose which channels work best for you and your business
  - Focus in on one or two channels (e.g., content marketing + SEO).
  - Try out one tactic from each channel, e.g.,



## Here is your roadmap through the course:



## LEARNING OBJECTIVES:

By the time you complete this course, you'll be able to:

- Set overall goals for your digital marketing strategy
- Develop an ideal customer profile (ICP)
- Clarify your brand and what it stands for
- Discover what's involved in SEO as a digital marketing channel
- Recognize the fundamentals of content marketing
- Identify the elements of social media marketing
- Examine the essentials of email marketing
- Explore the basics of conversational marketing
- Choose the channels and tactics to include in your digital marketing strategy
- Consolidate and implement your learning and plan future action steps

## EXPECTATIONS

Before we start the course, take a minute to think about what you want to get out of it.

Write down three skills you expect to gain.

1

2

3



---

# MODULE 1 – LAY THE FOUNDATION FOR YOUR DIGITAL MARKETING STRATEGY

## LESSON 1: SET GOALS FOR DIGITAL MARKETING

### LEARNING OBJECTIVE:

- Set overall goals for your digital marketing strategy
- Before developing a strategy, you need to decide what you want to accomplish
- Focus on how digital marketing will advance your overall marketing goals

# WHAT ARE YOUR PRIORITIES?

- **Increase brand awareness**
    - Brand awareness will motivate customers to choose you over the competition
  - **Connect with your audience**
    - Learn what's important to your audience and how to 'speak their language'
  - **Boost lead generation**
    - Lead generation is an important tool for attracting brand new customers
  - **Nurture relationships with existing customers**
    - It's more cost-effective to keep an existing customer
  - **Establish yourself as a trusted expert**
    - Create and share content on your blog, social media, or as a guest blogger
  - **Expand your network**
    - Connect with fellow thought leaders, JV partners, collaborators, and sponsors
- Set SMART goals for each channel and associated tactics



**Think about what you want digital marketing to accomplish for your business. Clarify and write down your key goals.**

Blank writing area for digital marketing goals.



# LESSON 2: LISTEN TO YOUR AUDIENCE

## LEARNING OBJECTIVE:

- Develop an ideal customer profile (ICP)
- An ICP describes your target audience as if it's an individual
- Demographics include:
  - Gender
  - Age
  - Profession
  - Marital status
  - Education level
  - Income

List key demographics of your overall target audience. If you have conducted target audience research in the past, refer to it now.

Sex	
Age	
Income level	
Marital Status	
Location	
Profession	
Other	

 Psychographics include

- Values
- Pain points
- Behaviors
- Personality

**List key psychographics of your overall target audience. If you have conducted target audience research in the past, refer to it now.**

Values	
Pain points (problems/ issues)	
Behaviors	
Personality	



# CONDUCT AUDIENCE RESEARCH

## Indirect data collection

- Research on social media
- Study the competition
- Review website analytics

**Keeping your digital marketing goals in mind, expand on the target market information you currently have. Choose one indirect data collection method (e.g., visiting social profiles of followers) and research your audience.**

Indirect Data Collection Method	
Research Notes	

## Direct data collection

- Post surveys or polls on Instagram or Facebook
- Interview people
- Conduct focus groups

**Choose one direct data collection method (e.g., survey) and research your audience.**

Direct Data  
Collection  
Method

Research  
Notes

## USE TARGET AUDIENCE RESEARCH TO CREATE YOUR ICP

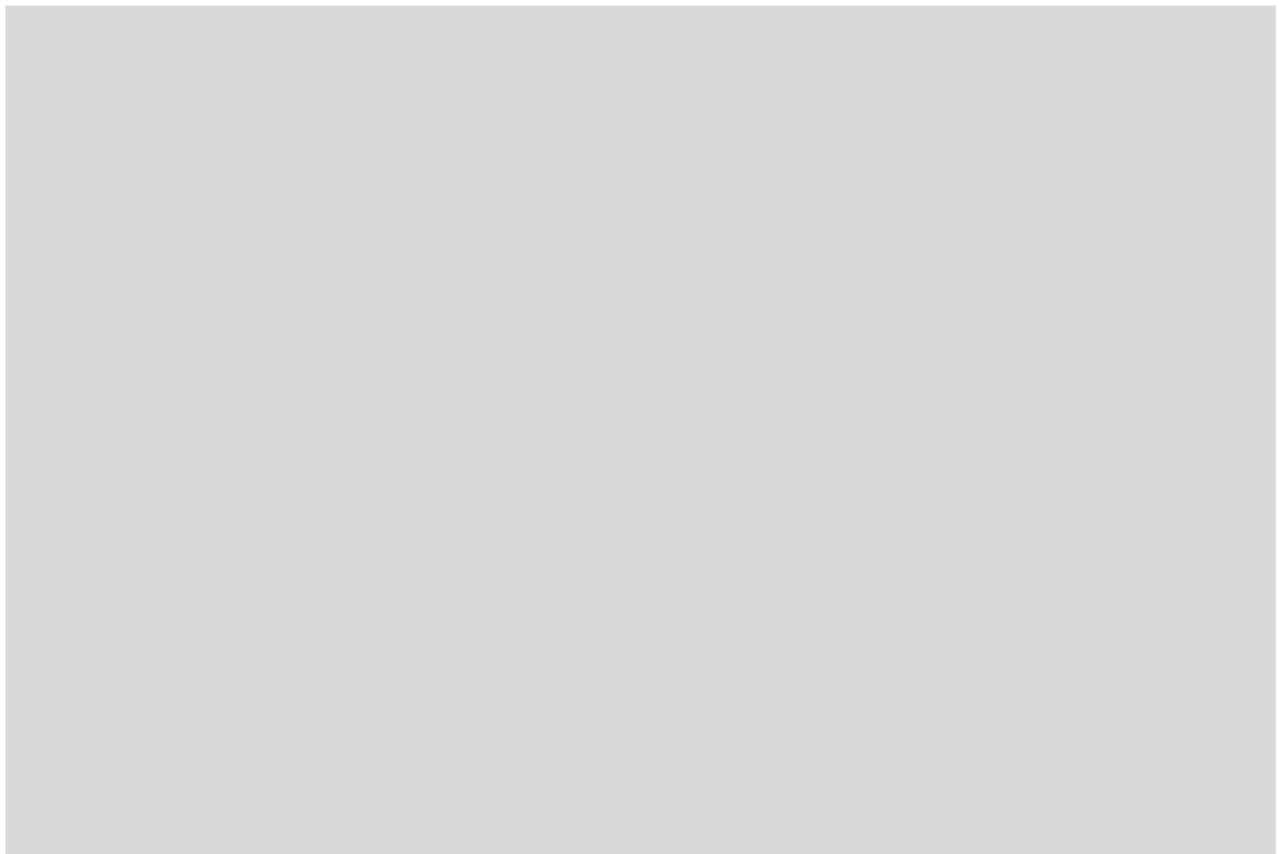
■ After gathering demographic and psychographic information, create your ICP

■ A topline ICP might look something like this:

- Woman
- Age 35-55
- College-level education
- Lives in urban centers in North America
- Follows Brené Brown, women-focused startup groups, and the hashtag #adhdwomen
- Wants to leave their current job and start their own business
- Needs help with time-management, focus, task completion, and goal-setting

### Use your ICP to inform your digital marketing strategy

**With the information you have gathered from the above steps, create an Ideal Customer Profile for your digital marketing strategy. Think of an individual as you put it together – you can even name them!**



# LESSON 3: GET CLEAR ON YOUR BRAND

## LEARNING OBJECTIVE:

- Clarify your brand and what it stands for

## WHAT DO YOU STAND FOR?

- Create a simplified brand profile to refer to

- Components of a brand profile:

- Brand Vision
- Brand mission
- Brand belief
- Emotional benefits
- Functional benefits
- Core offering

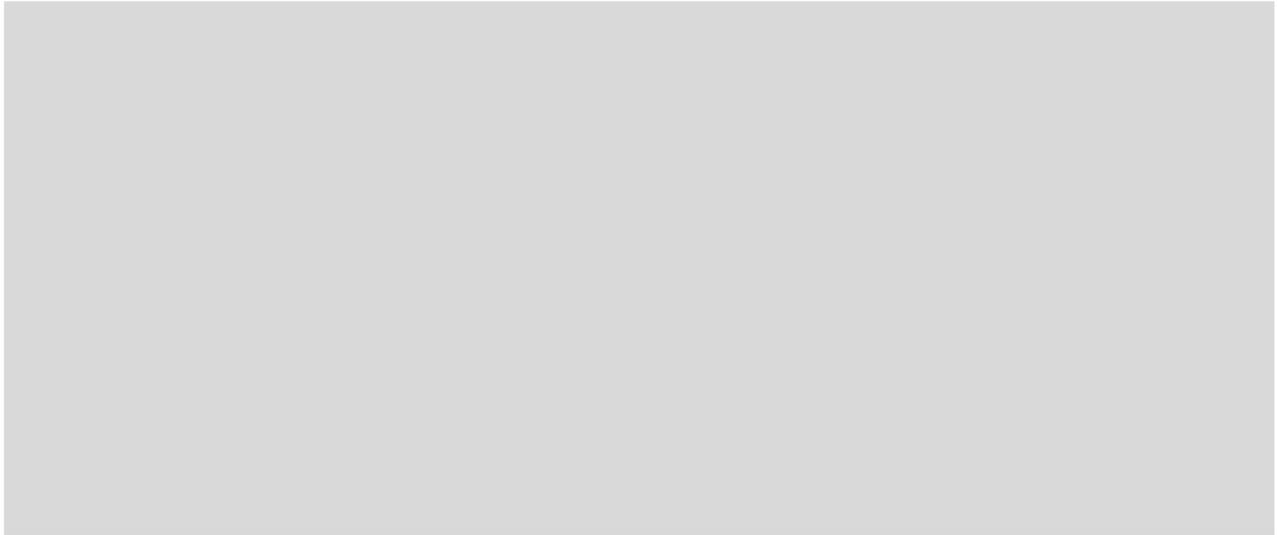
- Refer to any content you've already developed for your brand profile

## Brand Profile

Refer to this simple brand profile to help you choose your digital marketing channels and tactics, and as you develop your strategy. Limit yourself to 1-2 sentence answers for each question.

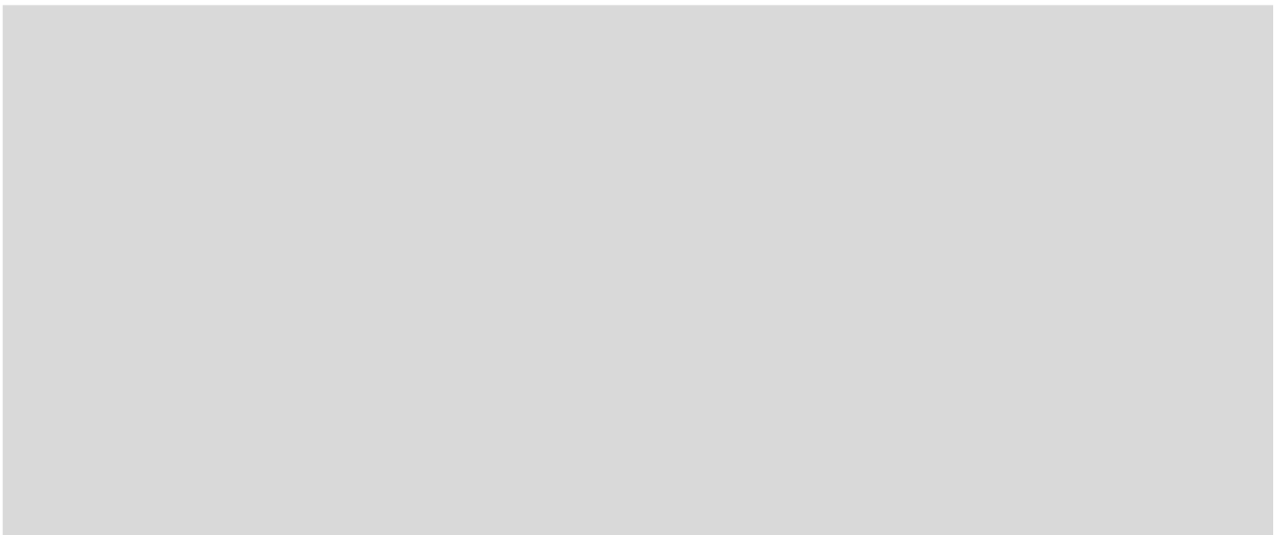
## Brand Vision

What do you hope to achieve for your audience and yourself? Make sure it resonates with, and inspires, your audience.




## Brand Mission

What are your brand's objectives? How will they serve your audience? Use action words. A mission is more hands-on and practical than a vision.



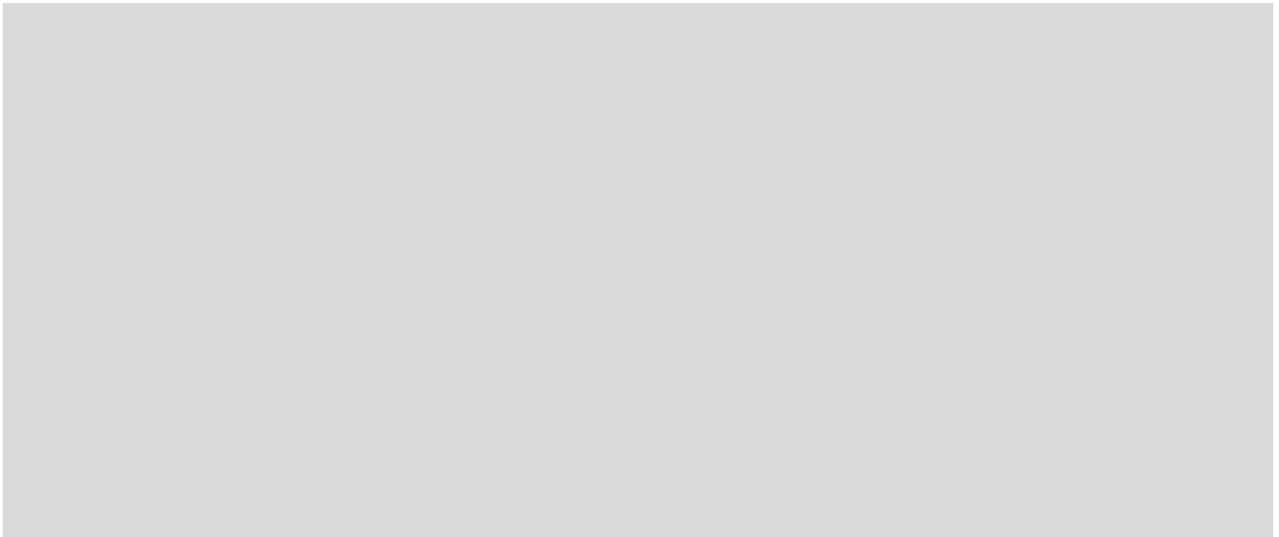
## Brand Belief

Why does your company and brand exist? What are your core beliefs?



## Emotional Benefits

What are the emotional benefits your clients/customers receive when interacting with your brand? How do you make them feel?





## Functional Benefits

What are the hands-on benefits clients/customers receive when interacting with your brand? What problems do you solve?

## Core Offering

Beyond your list of products and services, what do you offer clients?

## YOU VS THE COMPETITION

■ Get to know your competition

■ There are three groups you can research:

- **Direct competition**
  - They offer identical, or very similar, products and services
- **Indirect competition**
  - Same audience, but offer different or alternative products/services
- **Comparable brands**
  - Similar values and audience, but different products/services

**Identify your competition. Review any competitor information you have gathered in the past and/or do some research now. List 2 or 3 examples below of each and what sets you apart from them.**

- **Direct competition**

Example	What sets you apart

- **Indirect competition**

Example	What sets you apart

- **Comparable brands**

Example	What sets you apart

## YOUR UNIQUE VALUE PROPOSITION

- In one statement, you'll tell people what makes you stand out
- Focus on:
  - You
  - Your brand
  - Your products/services
- Look for a common thread that links everything together
- You can use your UVP in your tagline, social media, website, etc.



Keeping in mind your overall goals, ideal customer profile, and brand profile, brainstorm the qualities and attributes that makes your brand stand out. From this information, and reviewing Lesson 3 in this module, write your unique value proposition. Share this with team members, friends, family members, and mentors and get their feedback. Refine until you are satisfied.

Brainstorm

UVP



---

## MODULE 2 – DIGITAL MARKETING

### CHANNEL 1: SEO

## LESSON 1: WHAT IS SEO AND HOW IS IT USED IN DIGITAL MARKETING

### LEARNING OBJECTIVE:

- Discover what's involved in SEO as a digital marketing channel
- SEO is valuable and necessary for businesses of all sizes
- SEO includes practices that improve position of your web pages in search results
- SEO makes your website more attractive and visible to search engines
- There are two types of SEO:
  - **Organic SEO**
    - Includes keyword research, link building, optimized content, and more
  - **Paid SEO**
    - Google is the biggest player
    - Use Google Ads and their SEO Starter Guide

## THE ROLE OF SEO IN DIGITAL MARKETING

■ Increase your visibility: as a result, boost web traffic and conversion rates

■ SEO:

- Increases traffic to your website
- Enhances website visitor experience
- Boosts brand awareness
- Produces higher-quality leads
- Improves site authority



**Review your current SEO efforts and write down answers to the following questions:**

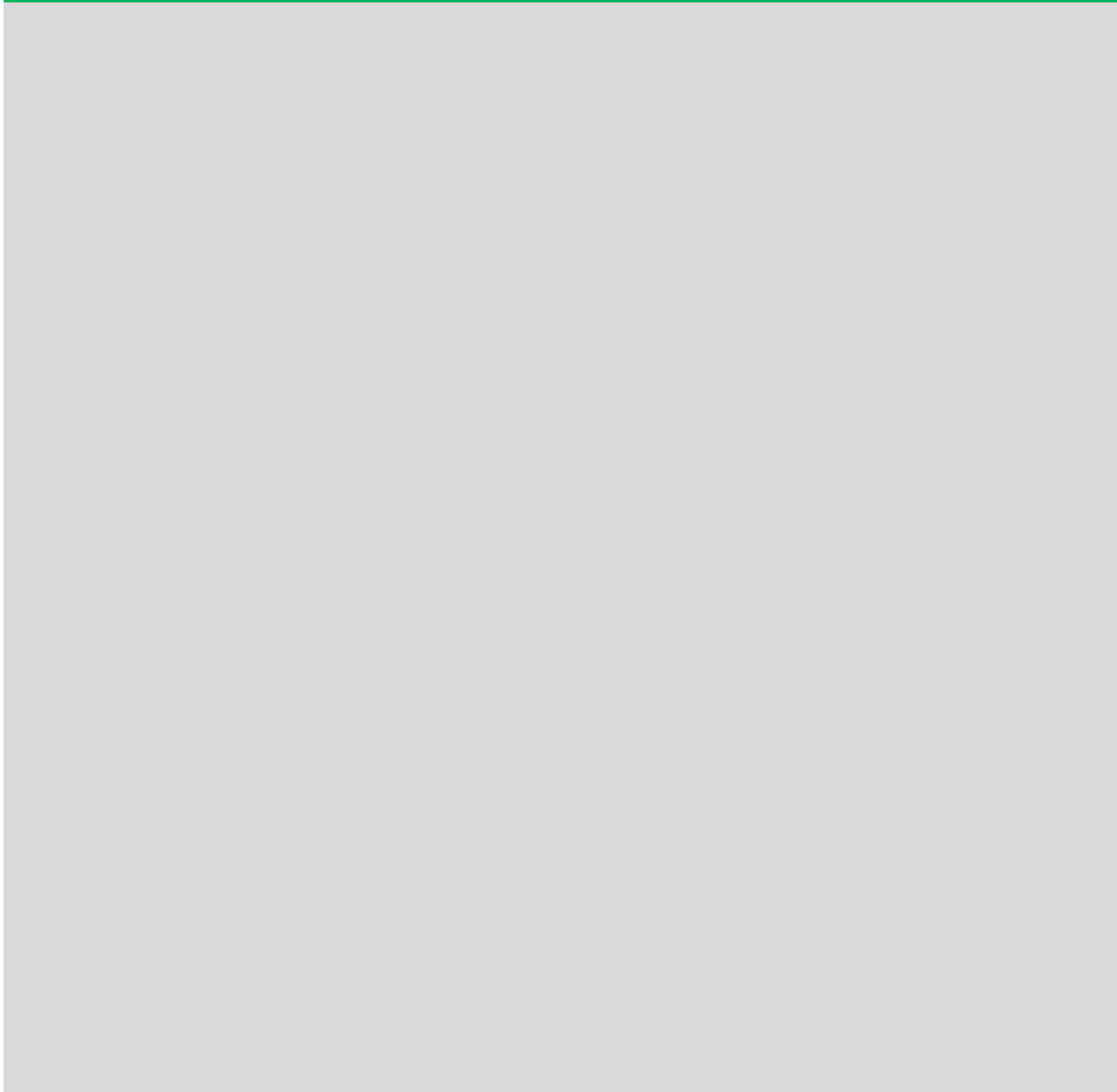
<p>What have you tried out in the past?</p>	
<p>What kind of results did you get?</p>	<p><i>Use these results to benchmark where you are today when it comes to SEO.</i></p>
<p>If you haven't incorporated SEO into your strategy</p>	<p><i>(or very little), what has been holding you back?</i></p>

**Do some preliminary investigating: Choose 1 keyword phrase you think you should rank for and check out your results to see where you stand in terms of rank. For example, do a search in Google of:**

[your product/service] + [your specialization] + [location] and see where you come up.

[your product/ service] +	[your specialization] +	[location] =





# LESSON 2: THE PROS AND CONS OF SEO FOR DIGITAL MARKETING

## LEARNING OBJECTIVE:

- Define the pros and cons of SEO for your business

## THE PROS OF SEO

- Advantages of SEO:

- **Cost effective**
  - Plugins, site auditing tools, and keyword tools are free or low-cost
- **Boosts traffic**
  - Target people at different stages in their customer journey
- **Delivers higher-quality leads**
  - Visitors who come to your site are legitimately interested in what you offer
- **Builds domain authority**
  - The higher your authority, the more searches will be directed to your pages
- **Immediate results (paid SEO only)**
  - Create an ad featuring keywords relevant to your product, service, or content
  - Test it out and measure performance

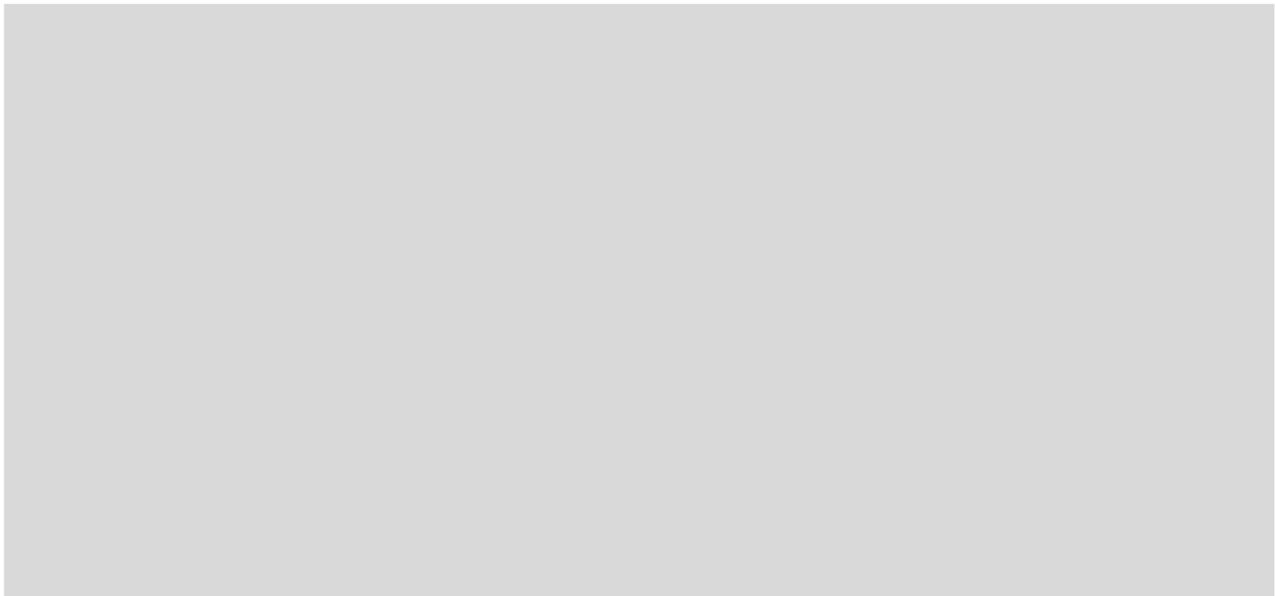
## THE CONS OF SEO

- SEO comes with some negatives

- Watch out for these potential pitfalls:

- Routine maintenance required
- SEO algorithms frequently change
- Organic SEO takes time
- Paid SEO can be expensive

Review the list of SEO pros and cons in this and spend 10 minutes doing more research online into what's involved in SEO.



**1 Identify the advantages and disadvantages of SEO for your business.**

Advantages	Disadvantages

# LESSON 3: THE KEYS TO AN EFFECTIVE SEO STRATEGY

## LEARNING OBJECTIVE:

- Assess your ability to execute SEO tactics and identify any additional resources you need

## SEO TACTICS TO CONSIDER

- Think about the time and budget you have available
- Consider the following:
  - Your resources
  - Your budget
  - Your skills

## ORGANIC SEO

- Here are some organic SEO tactics and steps to consider:
  - Keyword research and website/page optimization
  - On-page SEO
  - Technical SEO
  - Backlinks

## PAID SEO

■ The following are some paid SEO tactics to consider:

- PPC (pay-per-click) text ads
- Display ads
- Instream ads (YouTube)
- Google shopping ads
- Remarketing ads

■ You'll follow roughly the same steps for each type of paid campaign:

- Create a goal for the campaign
- Develop ad copy based on your goals and marketing objectives
- Decide on your keywords
- Choose where to advertise
- Set a budget
- Test out the ad and adjust

■ It's sometimes worth stretching your time and budget for SEO

- Organic SEO can be time-consuming, but highly-targeted
- Paid ads can get pricey, but easier for beginners

Using the Digital Marketing Channel Analysis - SEO Worksheet below, assess the place SEO might have in your digital marketing strategy. Evaluate whether you will include it and to what extent, based on potential results vs. your available time, resources, budget, and skill level.

Assess the place of SEO in your digital marketing strategy and evaluate whether you should include it, and to what extent, based on the results it produces versus your available time, resources, budget, and skill level.

**1 Will SEO help:**

Further your digital marketing goals?

Motivate your target audience?

**2 How much time per week do you have available to dedicate to SEO?**

**3 What SEO-related resources do you have access to?**

**4** How much of your budget are you willing to commit to SEO?

--	--

**5** What is your SEO skill level?

	✓
Beginner	
Intermediate	
Expert	

**6** How confident are you that you, or a team member, can learn the necessary skills?

	✓
Very	
Somewhat	
Not at all	

**7** Keeping in mind your SEO budget, can you hire a freelancer or agency to help?

	✓
Yes	
No	

**8** If yes, how many hours/how much of your budget can you dedicate to this?

**9** Is SEO worth the time investment, resources, expense, and skill development required?



**10** If yes, choose 3 SEO tactics you will consider adding to your digital marketing strategy:

1	
2	
3	

**Based on the results of your assessment, identify any actions you could take to combat any time, resource, budget, or skill limitations. E.g., hire a freelancer to help set up your SEO strategy, enroll in an SEO course etc.**



## MODULE 3 – DIGITAL MARKETING CHANNEL 2: CONTENT MARKETING

### LESSON 1: WHAT IS CONTENT MARKETING

#### LEARNING OBJECTIVE:

- Recognize the fundamentals of content marketing
- Content marketing involves planning, creating, and publishing content online
- Center your content around your core topics and keywords

## TYPES OF CONTENT

■ Many types of content are typically included in a digital marketing strategy:

- Blog posts
- Webpages
- Videos
- Infographics
- Podcasts

## THE ROLE OF CONTENT IN DIGITAL MARKETING

■ Connect with your audience, leads, and customers to increase conversions

■ Content Marketing:

- Boosts conversions
- Educates your audience, leads, prospects, and customers about your products/services and how to use them
- Improves brand awareness
- Boosts SEO rank
- Establishes a connection with your customers and a community around your brand
- Increases revenue
- Establishes you as an expert/industry leader

**Review your current content marketing efforts and write down answers to the following questions:**

What have you tried out in the past?

What kind of results did you get?

*Use these results to benchmark where you are today when it comes to content marketing.*

If you haven't incorporated content marketing into your strategy (or very little), what has been holding you back?

# LESSON 2: THE PROS AND CONS OF CONTENT MARKETING

## LEARNING OBJECTIVE:

- Determine the pros and cons of content marketing for your business

## THE PROS OF CONTENT MARKETING

- Content marketing is a critical piece of any digital marketing strategy:
  - **Establishes an emotional connection with your audience**
    - Meaningful and helpful content secures loyalty
  - **Positions you as a reliable source of information**
    - Valuable content will position you as a topic expert
  - **Attracts your ideal customers**
    - You will attract a highly-targeted audience
  - **Cost-effective**
    - For the most part, content-marketing can be done in-house

## THE CONS OF CONTENT MARKETING

- Content marketing comes with it's own set of challenges:
  - **Time-consuming**
    - Requires regular content, across various mediums
  - **Benefits aren't immediate**
  - **Requires content for all stages of the buyer's journey**
    - This can add up to a lot of content to create

Review the list of content marketing pros and cons in this lesson and spend 10 minutes doing more research online into what's involved in content marketing.



Identify the advantages and disadvantages of content marketing for your business.

Advantages	Disadvantages

# LESSON 3: THE KEYS TO AN EFFECTIVE CONTENT MARKETING STRATEGY

## LEARNING OBJECTIVE:

- Evaluate your ability to execute content marketing tactics

## CONTENT MARKETING TACTICS TO CONSIDER

- Think about the amount of time you have to commit to content marketing:

- Your resources
- Your budget
- Your skills

- Here are some of the steps and tactics involved:

- Review your goals
- Revisit your ideal customer profile
- Create your content

## WRITTEN CONTENT

- Written content is what most people think when someone says 'content marketing'

- Written content tactics and tasks:

- Keeping budget in mind, establish who is writing the content
- Determine where your content will be published
- Write blog posts (ideally 2-3 times a week)
- Pitch, write, and promote guest blog posts
- Publish on open online publishing platforms like Medium
- Produce social media content directing people to new posts
- Create free lead gen pieces that will attract and motivate readers

## VIDEO CONTENT

■ Video content is taking the lead in digital marketing strategies

■ Examples of video content include:

- Live streaming video (Instagram or Facebook Live) for launches, updates, or just to check in with your audience
- Explainer, instructional, or introductory videos that live on your website
- Sales/landing page videos
- Virtual events or webinars
- Videos for in-person events
- YouTube broadcasts
- Video shorts on Instagram Stories or TikTok

■ Steps you may have to take when incorporating video:

- Determine where your content will be broadcasted: YouTube, Instagram, or Facebook Live
- Decide if your videos will primarily be live or pre-recorded, off the cuff or professionally produced
- Produce professional-quality videos/explainer videos to incorporate into your website and blog posts
- Establish who will write the script/speaker notes (if scripted) or create the storyboard
- Who will present? Who will shoot and edit the video? Who will do the voiceover?
- Create instructional videos on how to use your products/services post-purchase



## AUDIO CONTENT

- When you say audio content, most people automatically think 'podcast'
- You can also incorporate audio as sound effects, songs, voiceovers, etc.
- Here are some steps you may have to take when incorporating audio:
  - Determine where your content will be broadcasted
  - Decide if your audio will be self-recorded or professionally produced
  - Purchase necessary equipment and software
  - Establish who will write the script/speaker notes
  - Decide the genre of music, instrument that complements your brand
  - Choose who will do the voiceover
  - Produce, record, develop, edit, and promote podcasts
  - Choose soundbites to highlight in your advertising and promotion
  - Find guests and topics for your podcast
  - Create promo, intro, and outro for podcast
- Review these tactics and steps and research content creation more thoroughly online



**Using the Digital Marketing Channel Analysis – Content Marketing Worksheet below, assess the place content marketing might have in your digital marketing strategy. Evaluate whether to include it, and to what extent, based on the results it produces versus your available time, resources, budget, and skill level.**

Assess the place of content marketing in your digital marketing strategy and evaluate whether you should include it, and to what extent, based on the results it produces versus your available time, resources, budget, and skill level.

**1 Will content marketing help:**

Further your digital marketing goals?	
Motivate your target audience?	

**2 How much time per week can you dedicate to content marketing?**

**3** What content marketing-related resources do you have access to?

---

---

---

---

---

---

---

---

---

---

**4** How much of your budget are you willing to commit to content marketing?

---

---

---

---

---

---

---

---

---

---

**5** What is your content marketing skill level?

	<input checked="" type="checkbox"/>
Beginner	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>
Expert	<input type="checkbox"/>

**6** How confident are you that you, or a team member, can learn the necessary skills?

	<input checked="" type="checkbox"/>
Very	<input type="checkbox"/>
Somewhat	<input type="checkbox"/>
Not at all	<input type="checkbox"/>

**7** Keeping in mind your content marketing budget, can you hire a freelancer or agency to help?

	✓
Yes	
No	

**8** If yes, how many hours/how much of your budget can you dedicate to this?

**9** Is content marketing worth the time investment, resources, expense, and skill development required?

**10** If yes, choose 3 tactics you will consider adding to your digital marketing strategy:

1	
2	
3	

Based on the results of your assessment, identify any actions you could take to combat any time, resource, budget, or skill limitations. E.g., hire a freelancer to help find guests for your podcast and create blog content, repurpose your old content etc.



## MODULE 4 – DIGITAL MARKETING

### CHANNEL 3: SOCIAL MEDIA

#### LESSON 1: WHAT IS SOCIAL MEDIA MARKETING

##### LEARNING OBJECTIVE:

- Identify what's involved in social media marketing as a digital marketing channel
- It involves strategy, post creation, monitoring, engagement, and more

##### THE ROLE OF SOCIAL MEDIA IN DIGITAL MARKETING

- Social media has transformed the way we do business
- It allows you to:
  - Connect with your audience
  - Compile valuable customer data
  - Move people further down your sales funnel
- Social media has become the leading method to engage with audiences
- Primary channels are Facebook, Instagram, Twitter, Linked In, and YouTube

# SOCIAL MEDIA ADVERTISING

- This tactic involves paying to promote content on social media sites
- Social media can micro-target
- Here are examples of ads you can run on various social media platforms:

- **Facebook & Instagram**

- Image ads
- Video ads
- Carousel ads

- **Twitter**

- Promoted tweets, trends, or accounts
- Twitter ad campaigns

- **LinkedIn**

- Sponsored content
- Text ads
- Message ads

- **YouTube**

- Skippable and Non-Skippable In-Stream Ads
- Bumper ads (at the start of a video)
- Non-video ads





**Review your current social media marketing efforts and write down answers to the following questions:**

What have you tried out in the past?

Which social media channels do you have a presence on? Which ones are the most popular with your audience? Do they overlap?

What kind of results did you get?

*Use these results to benchmark where you are today when it comes to social media marketing.*

If you haven't incorporated social media marketing into your strategy (or very little), what has been holding you back?

# LESSON 2: THE PROS AND CONS OF SOCIAL MEDIA MARKETING

## LEARNING OBJECTIVE:

- Specify the pros and cons of social media marketing for your business

## THE PROS OF SOCIAL MEDIA MARKETING

- Here are some advantages of social media marketing:
  - Cost-effective
  - Immediate results
  - Content can be quick and easy to create
  - Build your brand
  - 'Contagious'
  - Connection

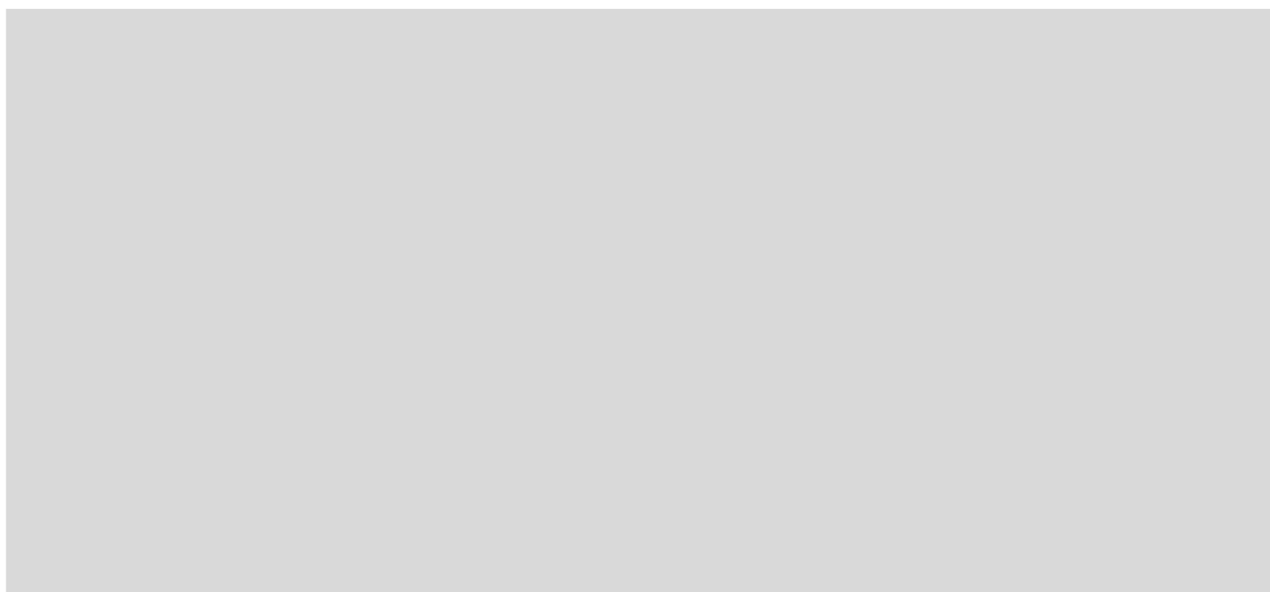
## THE CONS OF SOCIAL MEDIA MARKETING

- Social media marketing comes with its own set of challenges:
  - Long time to see a return on your investment
  - Time consuming
  - Changing trends
  - Limited control

## IS SOCIAL MEDIA MARKETING RIGHT FOR YOU?

- How much time will you dedicate? What platforms will you use?

Review the list of social media pros and cons in this lesson and spend 30 minutes doing more research online into what's involved in social media marketing.



 Identify the advantages and disadvantages of social media for your business.

Advantages	Disadvantages

# LESSON 3: THE KEYS TO AN EFFECTIVE SOCIAL MEDIA MARKETING STRATEGY

## LEARNING OBJECTIVE:

- Rate your ability to execute social media marketing tactics and identify additional resources you need

## SOCIAL MEDIA TACTICS

- Think about time commitment and how long each tactic will take, based on:

- Your resources
- Your budget
- Your skills

- Here are some social media tactics and steps:

- Determine your audience's preferred social media channels and type of content (written, video, infographics etc.) and focus on those
- Narrow down your niche/area of specialization
- Brainstorm topic ideas, research trending issues on sites like BuzzSumo
- Build a social media strategy, aligning it to your digital marketing goals
- Conduct a competitive analysis on of the competition's social media presence
- Choose a local marketing platform to manage your social media posting schedule
- Audit your current social media initiatives
- Plan, create, edit, and post valuable content
- Listen, engage, and interact with followers
- Monitor social media comments, direct messages, and mentions
- Develop, launch, and manage social media ad campaigns
- Track performance on individual social media channels

- Each step and tactic has a series of tasks associated with it

- Review each and be prepared to research more thoroughly

**Using the Digital Marketing Channel Analysis – Social Media Worksheet, assess the place social media might have in your digital marketing strategy. Evaluate whether you should include it, and to what extent, based on the results it produces versus your available time, resources, budget, and skill level.**

Assess the place of social media in your digital marketing strategy and evaluate whether you should include it, and to what extent, based on the results it produces versus your available time, resources, budget, and skill level.

**1 Will social media help:**

Further your digital marketing goals?	
Motivate your target audience?	

**2 How much time per week can you dedicate to social media?**

--

**3 What social media-related resources do you have access to?**

---

---

---

---

---

---

---

---

---

---

**4 How much of your budget are you willing to commit to social media marketing?**

---

---

---

---

---

---

---

---

---

---

**5** What is your social media skill level?

	✓
Beginner	
Intermediate	
Expert	

**6** How confident are you that you, or a team member, can learn the necessary skills?

	✓
Very	
Somewhat	
Not at all	

**7** Keeping in mind your social media budget, can you hire a freelancer or agency to help?

	✓
Yes	
No	

**8** If yes, how many hours/how much of your budget can you dedicate to this?

**9** Is social media worth the time investment, resources, expense, and skill development required?



**10** If yes, choose 3 tactics you might consider adding to your digital marketing strategy:

1	
2	
3	

**Based on the results of your assessment, identify any actions you could take to combat time, resource, budget, or skill limitations. E.g., hire a freelancer to create infographics, assign social media monitoring to a team member etc.**



---

## MODULE 5 – DIGITAL MARKETING CHANNEL 4: EMAIL MARKETING

### LESSON 1: WHAT IS AN ENTREPRENEURIAL MINDSET?

#### LEARNING OBJECTIVE:

- Examine what's involved in email marketing as a digital marketing channel
- Email marketing allows you to communicate directly with prospects and customers
- It's still one of the most effective and popular marketing channels

## TYPES OF EMAIL MARKETING

■ Email marketing can take different forms:

- **Email newsletters**
  - Emails to keep in touch, send promos, announce launches, etc.
- **Business emails**
  - Transactional emails you send to customers and clients
- **Email series**
  - Generated in response to audience or customer actions

## THE ROLE OF EMAIL IN DIGITAL MARKETING

■ Primary role is to reach and engage with your audience

■ Email marketing has a number of benefits:

- It provides a captive audience for your message and allows you to establish a conversation with them
- It's more personal than social media, videos, blogs, and other marketing channels
- It's an effective way to deliver helpful information or re-engage with your audience and customers
- Email autoresponder programs automate the process so you can get great results with minimal effort and valuable feedback about your target.

**Review your current email marketing efforts and write down answers to the following questions:**

What have you tried out in the past?

What kind of results did you get?

*Use these results to benchmark where you are today when it comes to social media marketing.*

If you haven't incorporated email marketing into your strategy, what has been holding you back?

# LESSON 2: THE PROS AND CONS OF EMAIL MARKETING

## LEARNING OBJECTIVE:

- Pinpoint the pros and cons of email marketing for your business

## THE PROS OF EMAIL MARKETING

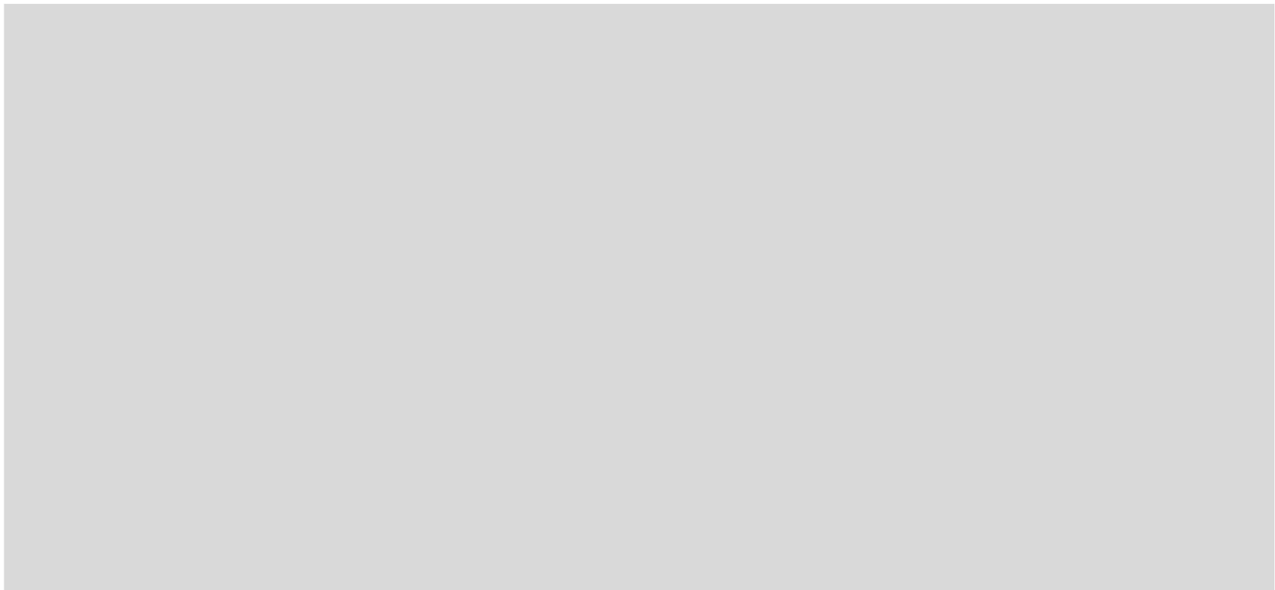
- Email marketing has a number of advantages:
  - Direct engagement with your audience
  - Convert leads into customers
  - Fully automated

## THE CONS OF EMAIL MARKETING

- Email marketing comes with it's own set of challenges
  - Building a list is hard
  - Spam/undelivered emails
  - Annoying to subscribers
  - Can be labor-intensive



Review the list of email marketing pros and cons in this lesson and spend 30 minutes doing more research online into what's involved in email marketing.



Identify the advantages and disadvantages of email marketing for your business.

Advantages	Disadvantages

# LESSON 3: THE KEYS TO AN EFFECTIVE EMAIL MARKETING STRATEGY

## LEARNING OBJECTIVE:

- Consider your ability to execute email marketing tactics and identify the additional resources you need
- Get a sense of what you would have to invest implementing email marketing
- Consider the following:
  - Your resources
  - Your budget
  - Your skills

## EMAIL MARKETING TACTICS TO CONSIDER

- Before you select email marketing tactics, remember to do the basics:
  - Review your goals
  - Revisit your ICP
- Create your content
  - Choose and invest in an email marketing platform and learn how to use it
  - Determine which type of email marketing campaigns you would create and when to use them:
    - Newsletters
    - Seasonal emails
    - Series that are automated by lead gens and triggered by actions
    - Promotional campaigns
    - Emails triggered by events and goals

## EMAIL MARKETING TACTICS TO CONSIDER

☐ Before you select email marketing tactics, remember to do the basics:

- Review your goals
- Revisit your ICP

☐ **Create your content**

- Choose and invest in an email marketing platform and learn how to use it
- Determine which type of email marketing campaigns you would create and when to use them:
  - Newsletters
  - Seasonal emails
  - Series that are automated by lead gens and triggered by actions
  - Promotional campaigns
  - Emails triggered by events and goals





## **For each email marketing campaign:**

- Narrow down the purpose of the email, for example:
  - Welcome/onboarding
  - Product review requests
  - Freebie follow up
  - Re-engagement
  - Re-order prompts
  - Free trial expiry
  - Flash sales/promotions
- Brainstorm topic ideas, research trending issues on sites like BuzzSumo
- Keeping budget in mind, establish who is writing the content: you, a team member, a freelancer, a combination?
- Create multiple emails for 1 email campaign
- Develop strong subject lines and CTAs (call to action)
- Craft any associated content, for example:
  - Freebie
  - Blog post
  - Landing page
  - Social media posts directing people to blog post with freebie opt-in
- Test and evaluate email marketing, using your email marketing platform and web analytics

## **For each newsletter:**

- Brainstorm topic ideas
- Design newsletter and make sure it looks good on multiple devices and platforms
- Plan, generate, and assign content
- Publish on a regular schedule
- Promote newsletter sign up on various channels

 Don't forget to do more comprehensive email marketing research online

Assess the place of email marketing in your digital marketing strategy and evaluate whether you should include it, and to what extent, based on the results it produces versus your available time, resources, budget, and skill level.

**1 Will email marketing help:**

Further your digital marketing goals?	
Motivate your target audience?	

**2 How much time per week can you dedicate to email marketing?**

--

**3** What email marketing-related resources do you have access to?

A large gray rectangular area provided for text entry, divided into ten horizontal sections by thin white lines.

**4** How much of your budget are you willing to commit to email marketing?

A large gray rectangular area provided for text entry, occupying most of the lower half of the page.

**5** What is your email marketing skill level?

	✓
Beginner	
Intermediate	
Expert	

**6** How confident are you that you, or a team member, can learn the necessary skills?

	✓
Very	
Somewhat	
Not at all	

**7** Keeping in mind your email marketing budget, can you hire a freelancer or agency to help?

	<input checked="" type="checkbox"/>
Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

**8** If yes, how many hours/how much of your budget can you dedicate to this?

**9** Is email marketing worth the time investment, resources, expense, and skill development required?

**10** If yes, choose 3 tactics you might consider adding to your digital marketing strategy:

1	
2	
3	

**Based on the results of your assessment, identify any actions you could take to combat any time, resource, budget, or skill limitations. E.g., hire a freelancer to create your newsletters and/or email content, repurpose your old content etc.**



## MODULE 6 – DIGITAL MARKETING CHANNEL 5: CONVERSATIONAL MARKETING

### LESSON 1: WHAT IS CONVERSATIONAL MARKETING

#### LEARNING OBJECTIVE:

- Explore what's involved in conversational marketing as a digital marketing channel
- Historical examples of conversational marketing include phone calls and store visits
- Conversational marketing allows you to cultivate relationships and improve customer experience

#### THE ROLE OF CONVERSATIONAL MARKETING IN DIGITAL MARKETING

- The primary role is to help people during the buyer's journey
- There are many roadblocks prospects can encounter prior to purchase:
  - Trying to find answers in real time
  - Being unsure of the questions they should be asking
  - Experiencing frustration with other forms of communication
  - Waiting for a return call or email
- The goal is to eliminate these barriers

**Review your current conversational marketing efforts and write down answers to the following questions:**

What have you tried out in the past?

What kind of results did you get?

*Use these results to benchmark where you are today when it comes to conversational marketing.*

If you haven't incorporated conversational marketing into your strategy (or very little), what has been holding you back?



# LESSON 2: THE PROS AND CONS OF CONVERSATIONAL MARKETING

## LEARNING OBJECTIVE:

- Weigh the pros and cons of conversational marketing for your business

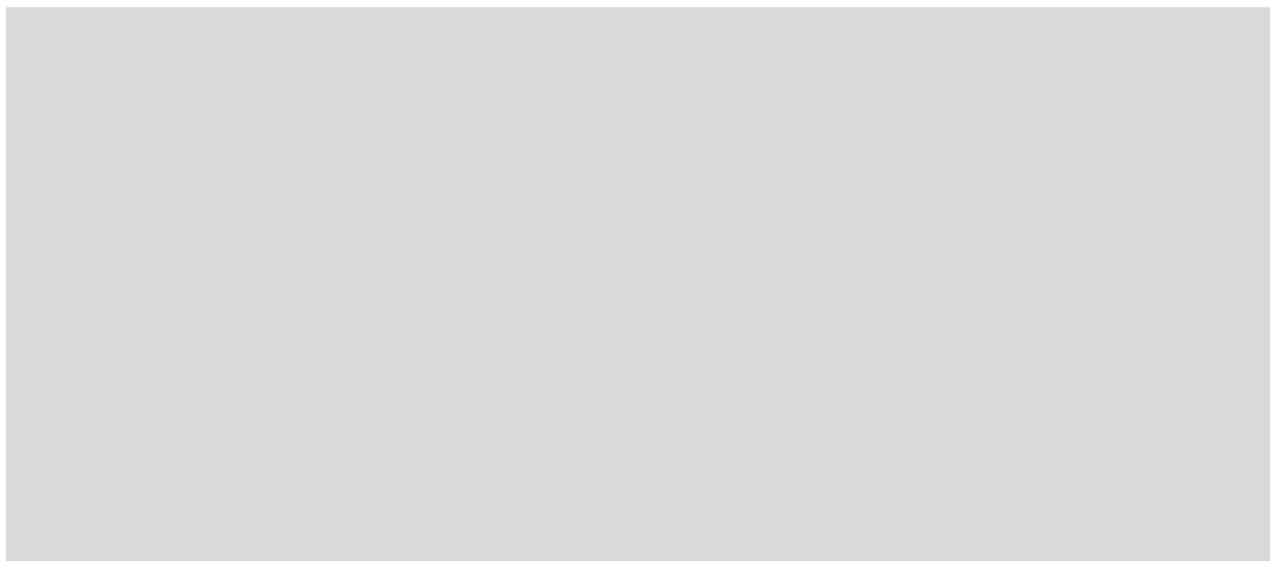
## THE PROS OF CONVERSATIONAL MARKETING

- Conversational marketing via digital channels has been gaining in popularity
- Here are some advantages of conversational marketing:
  - Boosts website conversions
    - Chatbots can answer pressing questions immediately
  - Speeds up the buyer's journey
    - Instant messaging and SMS provide immediate access to experts
  - Frees up your time
    - You can assign repetitive FAQs to your chatbot
  - Caters to your younger audience
    - Younger audiences have a clear preference for instant answers

## THE CONS OF CONVERSATIONAL MARKETING

- Conversational marketing comes with some challenges
  - Lack of human contact
    - Chatbots powered by AI can seem mechanical/remove human touch
  - Customer frustration
    - Chatbots can only handle first-level questions, not more complex inquiries
  - Dropped communications
    - Easy to lose track of where the customer is on their journey

Review the list of conversational marketing pros and cons in this lesson and spend 10 minutes doing more research online into what's involved in conversational marketing.



Identify the advantages and disadvantages of conversational marketing for your business.

Advantages	Disadvantages

# LESSON 3: THE KEYS TO AN EFFECTIVE CONVERSATIONAL MARKETING STRATEGY

## LEARNING OBJECTIVE:

- Gauge your ability to execute conversational marketing tactics and identify additional resources you need

## CONVERSATIONAL MARKETING TACTICS TO CONSIDER

- Think about the amount of time you have to commit to conversational marketing

- Base it on:

- Your resources
- Your budget
- Your skills

- Here are some steps and tactics involved:

- Review your goals
- Review your ICP
- Narrow down your preferred types of conversational marketing tactics:
  - Chatbot
  - SMS
  - Instant messaging



## Chatbot


- Choose chatbot software that will integrate with your website and meet your needs
  - e.g., Intercom, Zendesk, or Tidio
- Determine your chatbot 'voice' (friendly, formal, irreverent)
- Select FAQs to include. Write and edit for length.
- Determine where chatbots will be located
  - e.g., home page, blog, product pages, landing page, sales page, social media
- Customize chat to each stage of the buyer journey
- Personalize with CRM "Hi [name]! How can we help you today?"
- Measure results – via website conversion and chatbot analytics
- Adjust chat copy and your strategy based on analytics


## SMS

- Communicate business news, sales, promos via SMS
- Create SMS content, editing for length
- Segment audience and customize based on where they are in their journey
- Set up text advertising, securing legal rights to communicate to customers via text by getting their permission
- Choose a SMS text messaging provider

## Instant Messaging

- Research the messaging app's features
- Manage your chosen communication channels

 These are very top-level tactics and steps

 Review more thoroughly online

**Using the Digital Marketing Channel Analysis – Conversational Marketing Worksheet**, assess the place conversational marketing might have in your digital marketing strategy. Evaluate whether to include it, and to what extent, based on the results it produces versus your available time, resources, budget, and skill level.

Assess the place of conversational marketing in your digital marketing strategy and evaluate whether you should include it, and to what extent, based on the results it produces versus your available time, resources, budget, and skill level.

**1 Will conversational marketing help:**

Further your digital marketing goals?	
Motivate your target audience?	

**2 How much time per week can you dedicate to conversational marketing?**

--

**3** What conversational marketing-related resources do you have access to?

---

---

---

---

---

---

---

---

---

---

**4** How much of your budget are you willing to commit to conversational marketing?

---

---

---

---

---

---

---

---

---

---

**5** What is your conversational marketing skill level?

	✓
Beginner	
Intermediate	
Expert	

**6** How confident are you that you, or a team member, can learn the necessary skills?

	✓
Very	
Somewhat	
Not at all	

**7** Keeping in mind your conversational marketing budget, can you hire a freelancer or agency to help?

	<input checked="" type="checkbox"/>
Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

**8** If yes, how many hours/how much of your budget can you dedicate to this?

**9** Is conversational marketing worth the time investment, resources, expense, and skill development required?



**10** If yes, choose 3 tactics you might consider adding to your digital marketing strategy:

1	
2	
3	

**Based on the results of your assessment, identify any actions you could take to combat any time, resource, budget, or skill limitations. E.g., hire a freelancer to set up your WhatsApp business app, to help find guests for your podcast and create blog content; repurpose content and edit FAQs from your website etc.**



---

# MODULE 7 - CREATE YOUR DIGITAL MARKETING STRATEGY

## LEARNING OBJECTIVE:

- Choose the channels and tactics to include in your digital marketing strategy
- Start to pick channels and tactics you're going to incorporate
- Choose the one's that make sense to you

## DETERMINE YOUR BUDGET

- Consider how much you are willing to spend overall
- This will determine what you can include and what you can't

## WHAT SKILLS AND RESOURCES WILL YOU NEED?

- Create a list of resources you need and skills you need to develop

Review the work you've completed in the course and compile all pertinent information here, giving you the ability to quickly refer to it when needed. For many of the questions, you can simply copy answers from your Action Guide. To make this easier, we've included the module and lesson number.

**1 What are your digital marketing goals? [Module 1, Lesson 1]**

**2 Who is your ideal customer? [Module 1, Lesson 2] Add your Ideal Customer Profile here:**

**3 What is your brand vision? [Module 1, Lesson 3]**

**4** What is your unique value proposition? [Module 1, Lesson 3]

**5** What are the tactics you will include in your digital marketing strategy?  
 Remember: You can choose 1 or 2 tactics from each channel or narrow your focus even more. Do what makes the most sense for your business, but limit yourself to just a few tactics in order to maintain your focus and get the best results. [Modules 2-6, Lesson 3]

Channel	Tactics	Goal	Budget	Next Steps
SEO	PPC ads	Increase web traffic by 20%	\$600	

**Notes:**



---

## MODULE 8 - NEXT STEPS

### LEARNING OBJECTIVE:

- Consolidate and implement your learning and plan future action steps
- You've decided which channels and tactics to focus on
- It's time to start learning the details

### MEASURE PROGRESS

- Assess your progress at different intervals, depending on the channel and tactic
- Review analytics and make necessary adjustments

### WHAT YOU LEARNED

- What have you learned about digital marketing essentials?
- What difficulties have you encountered?
- How do you plan to address these?
- What further steps can you take to become totally comfortable with the process?