



AMERICAN MARKETING
ASSOCIATION

AMA BOOTCAMP

Digital Marketing

Session Descriptions



Digital Strategy UX/UI, Content and Online Advertising

Digital strategy is overwhelming, right? As the amount of digital content is growing exponentially, our attention is being subdivided more and more. How is a marketer to create, compete and provide value in this craziness? This session reminds us why we do this. The audience. We'll get a deep understanding of why we're doing the tactics and who should care.

Takeaways

- Learn why it's important to start with the why
- Understand how to best know your audience
- Learn how to create great consumer moments
- See what a good plan looks like
- Gain familiarity with the technical and design needs for digital properties
- Learn the three components of digital?

Agenda

Start with Why

- Technology and the need for more insight
- Getting insight into the audience
- Traditional demographics compared to digital strategy demographics
- Personas for insight

What do audiences want and need?

- Help them feel, think and do
- Mapping the customer journey and how it relates to the funnel

Content Marketing

- Why use paid, owned and earned media, the benefits of blogging and social
- Blogs complementing your marketing mix

Digital Strategy

- Influences and how they relate to your brand
- Everything leads to destinations, communications and optimizations

Destinations

- What is UX?
- Destinations created for humans and Google
- Understanding CTR, bounce rate and gated content
- HTML basics, why you should care and the web designers role
- Designing for web and specific devices
- CSS and visual help for validation, education and motivation
- Appropriate uses JavaScript, WordPress, etc.
- Domain search, naming and hosting



Communications

- Banner ad best practices
- Important factors affecting digital advertising (hint: It's in your pocket)
- Mobile advantages
- Apps compared to mobile web
- Designing for the mobile experience
- What is responsive design
- Design tricks
- Ad networks, relevance and bidding
- Native advertising
- AdWords
- Campaign types
- What content is best for a digital communication
- Newsletter best practices(when, why where and calls to action)
- Working with content providers, editors, syndicators, etc.

Optimizations

- How much should you budget for optimization
- How your testing and optimization plan interacts with your strategy
- Tools for tracking and conversion

Email Marketing

Email marketing is still the most effective digital marketing tool available to organizations. In some contexts, email is the most effective, and is so among not just digital, but across the entire promotional marketing mix, digital or otherwise.

This two-hour session will provide industry-leading insights into how to use email marketing for lead generation, and how to make email a linchpin in the larger digital marketing mix. Since each attendee's context is different, the session will examine general best practices to help marketers return to their organizations with an understanding of the approach, planning, execution, and measurement of effective email marketing.

Takeaways

- Why and in what context should I use email marketing?
- What are the foundations of email marketing? What needs to be in place to make it worth the investment? How should email marketing integrate with other marketing campaigns and activities? What measurements need to be anticipated to measure effectiveness?
- What are the best practices for executing email marketing campaigns? What are the mechanics? To what degree can email be effectively automated? Should I customize emails, and how? What are some creative best practices?

Agenda

Context - Why We're Here?

- Why email is still effective

Foundations - Before You Start

- Terminology
- Research your customers
- Integrate
- Commit to measuring
- Invest in list infrastructure
- Setting goals, objectives and micro goals
- Think cyclical: Measurement isn't linear

Platforms and tools fly-by

Execution - Click send with intention

- Mechanics
- Automation
- Customization
- Creative

Social Media Marketing

In today's 24/7 world, social media provides opportunities for brands of all sizes to engage with and influence their target audiences. Yet, your target markets are under siege by hundreds, if not thousands, of brands trying to get their attention every minute of every day. It's your job to cut through that clutter and differentiate your brand from your competitors.

Better understand the power of social media and how to develop, execute and manage social media campaigns that will deliver a return on investment. You will learn how to engage with your target markets via social channels and create compelling brand stories that humanize your brand. You will also learn common pitfalls, areas to avoid and how to use social media during a crisis. You'll also walk away with an actionable plan on how to execute within your organization.

Takeaways

- What specific steps organizations need to develop a sound social media strategy?
- How to develop a successful social media strategy to foster trust and deliver a ROI?
- How to create a successful content strategy for social media?
- What type of content is most sharable?
- How to track, analyze, and optimize social media marketing?

Agenda

Social Media Present Day

- Top social media brand challenges
- Your target audiences do NOT trust you
- Understanding the customer journey
- Social media listening and monitoring

Developing a Social Media Strategy

- How to start and questions need asking
- How to better identify target markets
- *Exercise:* Define target market attributes and the content they will find value in

Developing Successful Social Media Content

- Important questions to ask
- Case studies: Best and worst
- *Exercise:* Create a humanizing brand story through memorable stories

Social Media Channels (Choosing the Right Channels for Your Brand)

Campaign Execution

- Social media crisis and fire drills
- Success metrics
- *Exercise:* Develop a social content calendar

Future of Social Media

Integrated Digital Media

According to Adobe the marketing function has changed more in the last two years than it has in the past 50 years. Why?

One word: Digital.

And digital has made getting your message to the right audience at the right time an exact science. The challenge is getting recognized in a highly fragmented and constantly changing marketing environment - search, display, mobile, social - requires insight, intuition and creativity.

But the dawn of the digital domain does not mean marketers can put aside traditional media and communication channels. This is a plus-one situation. Digital needs to be a part of your overall strategy, not a replacement of a previous strategy. Television, print, radio and even out of home still play major roles in the performance of your digital marketing.

Effective digital advertising will enhance the performance of marketing campaigns across all channels and help marketers make the right decisions to make a brand successful.

Takeaways

- What are the major ad networks and how do they interplay?
- How does media buying take place and how are prospects targeted?
- What makes an effective search engine marketing strategy?
- Why should I use display in my advertising mix?
- How can content and design drive conversion?
- What is the role of keywords in advertising?
- How should I integrate online and offline tactics to achieve business objectives?

Agenda

Search and Display Paid Media

- Differences and similarities and why you need to use both
- Media placement and programmatic buying
- Cross-platform integration strategies - search, social, display
- The importance of keywords
- Metrics, measurement and value
- *Keywords exercise*

Content and Design

- How to influence the customer journey and convert leads with content
- How to create content that is relevant, valuable and ownable
- The impact of mobile on advertising design
- Tools to integrate your digital advertising seamlessly with offline
- Breakout: Content mapping exercise

What You Need to Do Back at the Office

It's an incredibly exciting time for SEO right now with more than 3.8 million searches per minute and growing! We'll dive deeper into the world of SEO and driving more organic traffic. We'll discuss tactics and techniques that move the needle in today's competitive and ever-evolving landscape.

Takeaways

- Understand what the most important on-page SEO elements are
- Learn how to find keywords that result in moving your organization forward
- Understand what SEO trends marketers need to pay attention to
- Learn how to track and measure SEO performance

Agenda

Overview – Foundational SEO

- Intro to Search/SEO 101 (foundational SEO) - getting us all on the same page and laying the groundwork for the session
- Modern search statistics, trends, and facts

Keyword Planning and Research

- Increasing traffic overview
- User intent: best practices and biggest mistakes
- *Exercise:* Mapping keywords to the marketing funnel and search journey
- Keyword research (steps and process, review of keyword tools)
- *Exercise:* Hands-on keyword research, SERPS audit, and analysis
- SEO vs. SEM/PPC

On-Page SEO

- Direct and indirect ranking signals
- One-site elements and on-page content
- Mobile SEO best practices
- Technical SEO tools and best practices
- Industry nuances

Off-Page SEO

- Linkbuilding/backlinks overview, social SEO. optimizing content off-site

Trends

- Voice Search, Position 0/Featured snippets

Reporting, Tools, and Metrics

- Google Analytics, Google Search Console, free versus paid tools, conversions

Analytics

Using the tools and crunching the numbers for analysis is valuable. But understanding where your next customers come from, how to keep existing customers and predicting the future is invaluable. This session will focus on analytics for strategic vision and smart decision making. It's not enough to be analytical anymore. Rise above data puking and become a great storyteller because the numbers won't do it on their own. The ability to combine the right data with the right analysis and the clearest direction will set you apart. Obvious? Then why are so many marketers and companies getting it wrong?

Takeaways

- How can you influence executive decision making through analytics?
- What is a valid outcome and how do you get there?
- How can you tell the difference between lies and statistics?
- What are some effective data visualization techniques?
- How can you tackle a culture of over analysis and data gorging?
- What is the difference between data perspective, relevance and importance?

Agenda

What's the story?

- When data, analytics and decision making collide

A practical look at the evolution of analytics

- Looking at the traditional role of analytics in organizations
- How this function will evolve
- AI and machine learning will solve everything (no, it won't)
- The building blocks for getting to the future

Not Everything that Can Be Counted Counts

- Metrics, vanity metrics and KPIs
- To the polls! What's the most important KPI by tactic?
- How perspective kills results
- The Measurement Framework

Analytics Is Theatre

- The three pieces to a complete story
- Bringing the value
- Q&A