

GLOBAL  MARKETER INSTITUTE



DIGITAL MARKETING FOR BEGINNERS

*Live Training Agenda &
Step-by-Step Workbook*

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YOUR LIVE TRAINING *Agenda*



INTRODUCTION

DIGITAL MARKETING SUCCESS FORMULA



PART I | STRATEGY

HOW TO LEVERAGE THIS \$100M DIGITAL MARKETING STRATEGY FOR YOUR SUCCESS...



ACTION

BECOMING A SUCCESSFUL DIGITAL MARKETER



PART II | TECHNOLOGY

HOW TO WIN WITH DIGITAL MARKETING TECHNOLOGY (EVEN IF YOU'RE NOT TECHY)...



CONNECTION

MEET SUCCESSFUL DIGITAL MARKETERS



PART III | EXPERIENCE

HOW TO GAIN PROVEN CREDIBILITY WHEN YOU DON'T HAVE PROVEN EXPERIENCE...



#MAKEITHAPPEN

YOUR DIGITAL MARKETING SUCCESS PLAN

DIGITAL MARKETING *Success* FORMULA

WHY DIGITAL MARKETING?

- _____
- _____
- _____

1. STRATEGY

- _____
- _____
- _____

2. TECHNOLOGY

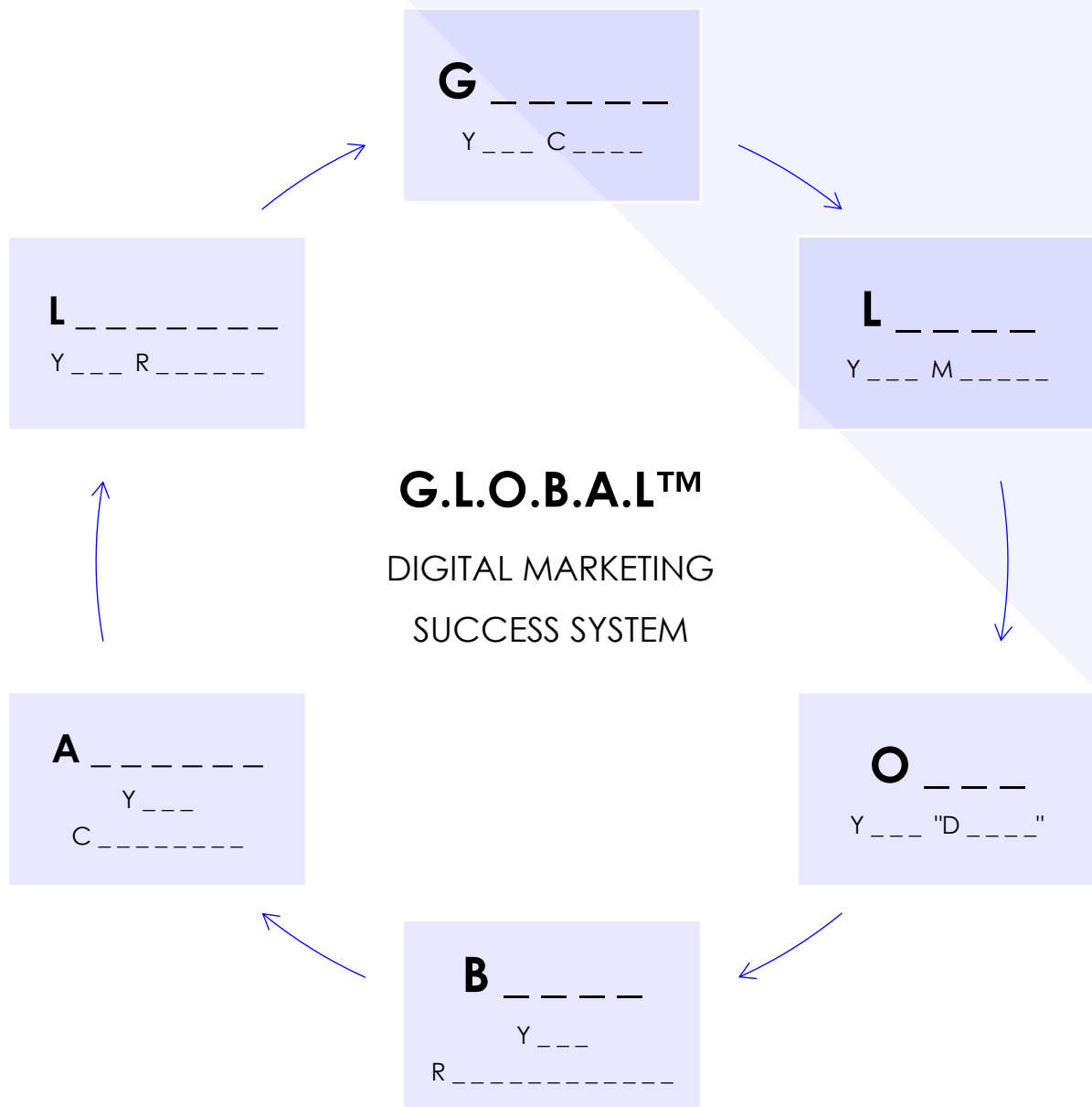
- _____
- _____
- _____

3. EXPERIENCE

- _____
- _____
- _____

Part I. Strategy

HOW TO LEVERAGE THIS \$100M DIGITAL
MARKETING STRATEGY FOR YOUR SUCCESS



Action

BECOMING A SUCCESSFUL DIGITAL MARKETER

STRATEGY	TECHNOLOGY	EXPERIENCE
PILLAR 1 _____ _____	PILLAR 3 _____ _____	PILLAR 3 _____ _____
PILLAR 2 _____ _____	PILLAR 4 _____ _____	PILLAR 4 _____ _____
	PILLAR 5 _____ _____	PILLAR 5 _____ _____
	PILLAR 6 _____ _____	PILLAR 6 _____ _____
	PILLAR 7 _____ _____	PILLAR 7 _____ _____

Part II. Technology

HOW TO WIN WITH DIGITAL MARKETING
TECHNOLOGY (EVEN IF YOU'RE NOT TECHY)

SOCIAL MEDIA

- _____
- _____
- _____
- _____
- _____
- _____

WEBSITE MARKETING

- _____
- _____
- _____
- _____
- _____
- _____

EMAIL MARKETING

- _____
- _____
- _____
- _____
- _____

CAMPAIGNS & CONVERSIONS

- _____
- _____
- _____
- _____
- _____

ONLINE ADVERTISING

- _____
- _____
- _____
- _____
- _____

Connection

MEET SUCCESSFUL DIGITAL MARKETERS

CASE STUDY: STEVE COLLINS & HIS 7-FIGURE DIGITAL MARKETING STRATEGY IN ACTION

CASE STUDY: JOANNA HOWES & HER DIGITAL MARKETING TECHNOLOGICAL TOOL KIT IN ACTION

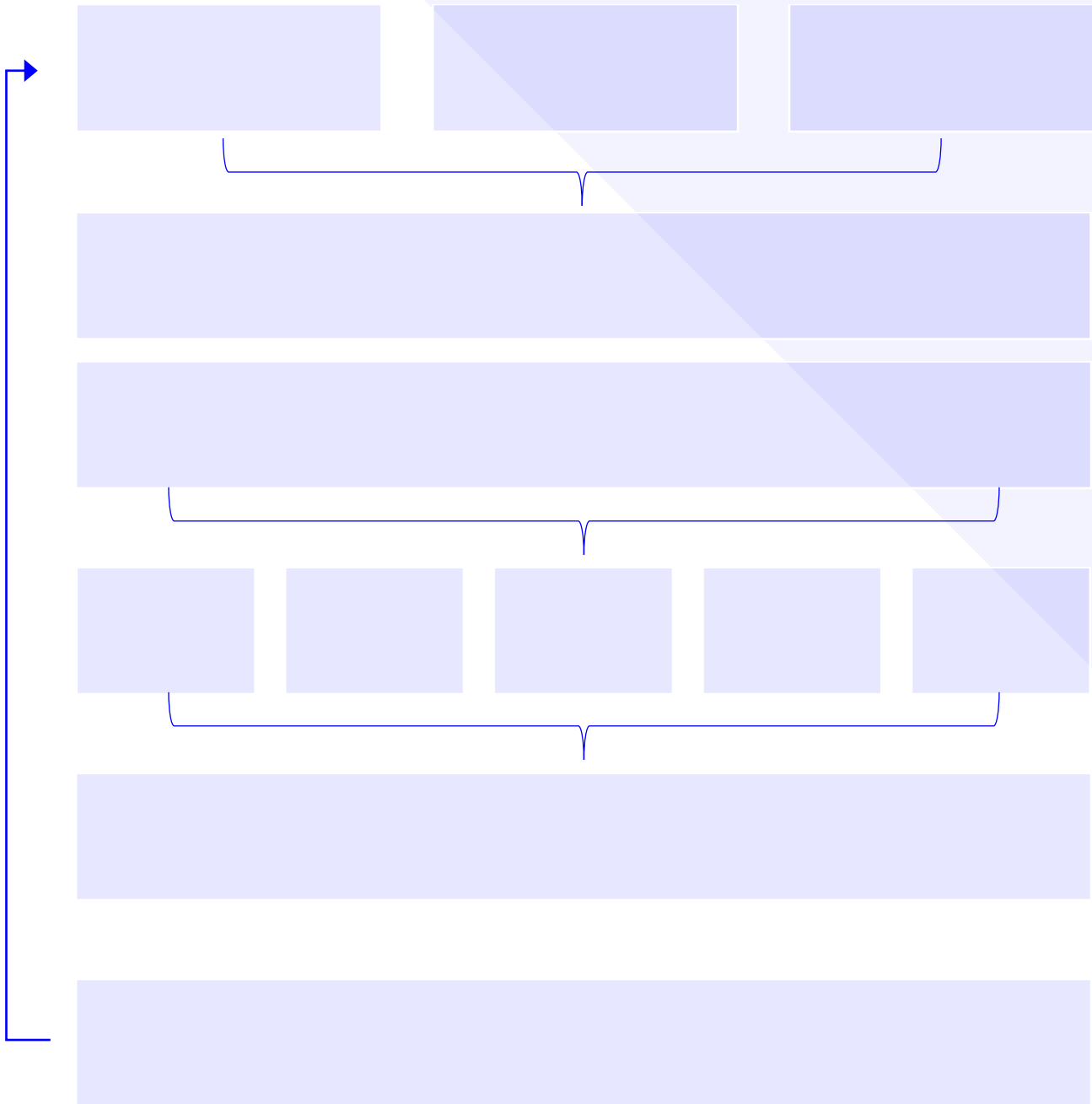
CASE STUDY: _____

CASE STUDY: _____

CASE STUDY: _____

Part III. Experience

HOW TO GAIN PROVEN CREDIBILITY WHEN YOU
DON'T HAVE PROVEN EXPERIENCE (YET!)



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For Professionals, Executives & Businesses

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