



Over **70%** of marketers plan to increase their digital media advertising in the next year.

# Digital Marketing Boot Camp

## TWO-DAY WORKSHOP

Want a REAL return on investment for your marketing strategies—in half the time? This new workshop cuts through the hype and the buzzwords to teach you strategies that get the results YOU need.

### You'll learn about:

- ▶ Pay-per-click
- ▶ SEO
- ▶ Display advertising
- ▶ Retargeting
- ▶ Email best practices
- ▶ Segmentation
- ▶ Social marketing
- ▶ Google Analytics™
- ▶ Mobile marketing trends
- ▶ Much more

Enroll online at  
**NationalSeminarsTraining.com/ONDM2**  
or call **1-800-258-7246**

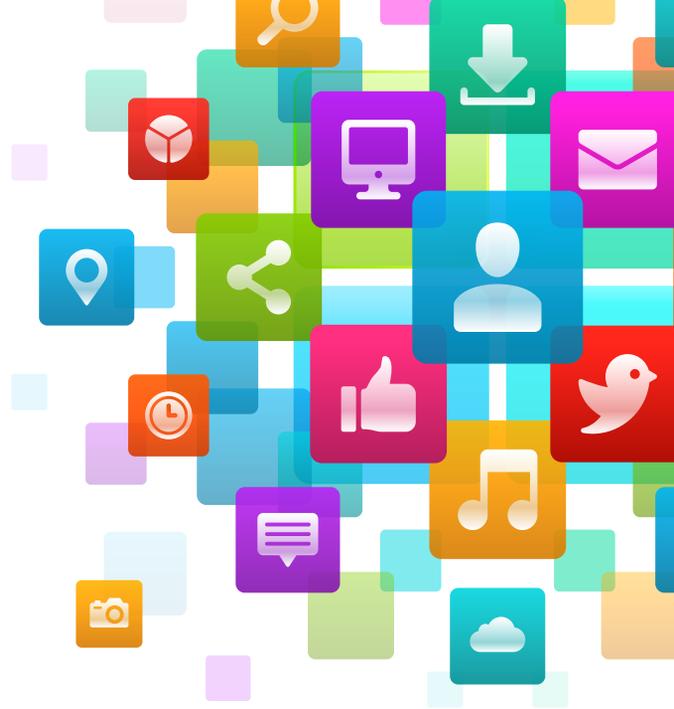
**We're  
coming  
to your  
area ...**



# Welcome to the Future of Marketing

Times have changed. The traditional marketing methods are rapidly becoming outdated and, sometimes, obsolete. Today's ever-changing digital world presents new opportunities (and challenges) to effectively target prospective and current customers. **No one has to tell you that building a strong online presence is vital to boost your overall business profile.**

With PPC, SEO, email, social marketing, retargeting and Google Analytics™, it can seem overwhelming. With so many tactics available, how do you know what will work for you—without spending tons of money and tons of time? If you're like most marketers, you've been living in the school of hard knocks.



## Network With Your Peers

Here's who will be attending:

- Marketing professionals
- Marketing creative developers
- Social marketers
- Content marketers
- Media buyers
- Anyone who wants to understand how to maximize the use of digital marketing for their organization!

With a strategic online digital marketing plan, you can keep your organization ahead of the game—without the stressful cost of learning by trial and error. **Digital Marketing Boot Camp** shows you how to build an effective digital marketing strategy and increase your visibility in an extremely competitive landscape. We'll show you how to reach your target audience online and interact with them in a more hands-on, integrated approach than ever before.

### Here's some of what you will learn:

- ▶ How to create a solid and effective digital marketing strategy
- ▶ How to properly use online tools to increase productivity and reduce stress
- ▶ What social media sites give you the most marketing traction and how to use them
- ▶ How to create appropriate and relevant content
- ▶ What is ahead for digital marketing and what is on the way out
- ▶ Successful techniques to engage mobile users
- ▶ Ways to refine new strategies while fine-tuning your existing plans
- ▶ And much more!

Digital marketing isn't a fad. It's not a trend. And it's not going to disappear. In fact, it's growing at an exponential rate. Get the solutions and real-world strategies you need to take control of digital platforms and make them work successfully for your organization. Your campaigns will be more accessible. They will be more targeted. And most of all, they will increase your overall ROI!

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# Is This Workshop for You?

A digital marketing strategy is essential due to the rapid advancements and constantly expanding use of technology. But how familiar are you with what works (and what doesn't)?

1. Do you know the best ways to effectively leverage social media networks to engage your customers?
2. Do you know how to assess your digital marketing campaign accurately using the right analytical tools?
3. Which social media platforms does your organization currently use?
4. How much of your budget is currently allocated to digital marketing?
5. Do you know the benefits and drawbacks of various social media platforms?
6. What are you doing to successfully target the mobile audience?
7. Do you know how to identify the right platforms for your organization to interact with your customers?
8. Do you know how to create content that people will share?
9. What SEO components can you implement into your site that will benefit your organization the most?
10. What strategies and tools are you currently using to deliver your ads to a targeted audience to make the most of your online advertising?

If you are unsure how to answer any of the above questions, now is your chance! Enroll today to learn how you can make smarter decisions about digital marketing for your organization!

**Internet advertising will make up almost 30% of the total ad market in the coming year.**

## Want to Improve Your Results?

Here are some of the key topics we'll cover in our two-day workshop:

1. **Email marketing**—It's one of the most efficient and cost-effective ways to deliver your message. We'll show you how to creatively use email marketing to maximize your ROI.
2. **Content marketing**—Discover how to make your message much more relevant, and valuable, to your customers!
3. **Social marketing**—Learn how to increase your overall marketing results and visibility using a variety of social media outlets
4. **PPC/display ads**—We'll show you the advantages and disadvantages of each and help you determine a strategy that works for you
5. **Mobile marketing**—Discover how to strategically optimize your marketing initiatives for mobile devices to reach your audience on the go
6. **Retargeting**—Learn how to use retargeting ads to keep you on the top of your customers' minds ... and convert inquiries into sales
7. **SEO**—Get ranked higher! We'll show you how you can organically use key words to increase your search engine ranking ... and get noticed first!

**Group Discount:** When three enroll from your organization, a fourth attends FREE!

# Your Comprehensive

Registration begins at 8:15 a.m. on Day 1

## Digital Marketing Review

- ▶ A refresher on digital marketing channels
- ▶ The difference between traditional marketing, digital marketing, content marketing and social media marketing and how to blend them for a cohesive campaign
- ▶ Using Engagement Engineering with your digital strategies
- ▶ Digital marketing lessons from the innovators and how you can get a great return on your involvement

## Crafting a Digital Marketing Strategy

- ▶ The how-to's of creating a digital marketing strategy
- ▶ A simple one-page plan that will get you started
- ▶ Learn a simple equation to help you draft multiple digital strategies across all your digital channels
- ▶ Learn ways to identify and achieve your top goals:
  - Brand awareness
  - Lead generation
  - Sales
  - Customer retention
  - Upselling/cross-selling
- ▶ Easily refine new and existing strategies

## Auditing Your Strategies for Impact

- ▶ Performing a digital marketing audit
- ▶ Your content audit: Sort, tag, store and share your best content
- ▶ Performing a team audit: Define the team and their tasks with an easy-to-read chart that will make delegating simple
- ▶ Your CIO (chief information officer): His or her role and responsibilities

## Using Content and Social Marketing in Your Digital Marketing

- ▶ Creating content: How to curate content and the tools that simplify the process
- ▶ Your team, content collaboration and the social channels designed to help you work together
- ▶ Social listening: Why it's important and how to use it to create needs-based content
- ▶ A Follow Chart: A simple tool to help you monitor your key industry players
- ▶ Balancing your publishing/production/posting schedule for maximum impact
- ▶ Hashtags: What they are and how to use them to create a cohesive online presence
- ▶ Don't create new content until you've utilized the old—use the three Rs: Repurpose, repackage and redeliver
- ▶ How to use visual marketing (pictures and videos) to build your online digital brand

## Key Digital Marketing Tactics That Drive Results

- ▶ Mobile marketing: Learn the must-have mindset you need to succeed in the digital world
- ▶ Engage your mobile users with location-based ad targeting
- ▶ How to increase the open rate and effectiveness of your email campaigns
- ▶ Tips and tricks for turning email subscribers into social fans
- ▶ Text messaging: Keep your products on the top of people's minds with SMS and MMS, text and multimedia messaging
- ▶ Discover the natural link between mobile, your Web site and lead generation
- ▶ The path to success: Create a flowchart that maps out the sales funnel to your information
- ▶ Sample campaigns: Winners, losers and campaigns to model

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# e Workshop Agenda

Workshop hours: 9 a.m. to 4 p.m. each day

## Digital Media Optimization

- ▶ The art and science of digital media optimization
- ▶ An in-depth look at search engines: Who are they, what are they and how do you write for them?
- ▶ How to use SEO to drive traffic to your Web site and social media channels
- ▶ Social media optimization: Which social media sites give you the most marketing traction?
- ▶ An in-depth look at the major digital marketing channels: Email, Web sites and pay-per-click
- ▶ Online tools to make your team less stressed and more productive
- ▶ Segmentation strategies for digital marketing—made easy
- ▶ Understanding retargeting and display ads, including benchmarks and dos and don'ts
- ▶ Using channels—and hashtags—to build a social community
- ▶ Cross-promotion strategies that achieve your goals
- ▶ The anatomy of a successful post: An evaluation chart on the effectiveness of your posts

## Understanding Your Numbers: Tracking and Trending

- ▶ A review of privacy legislation and how it impacts your efforts
- ▶ Delve into Google Analytics™ to better understand which posts and pages are resonating with your audience
- ▶ Understanding cookies and their impact on digital marketing
- ▶ Your numbers now and how increasing them will generate more social capital
- ▶ Web 1.0, 2.0 and 3.0: Learn what's on the way out ... and in!
- ▶ The new ROI: How to measure Return on Involvement

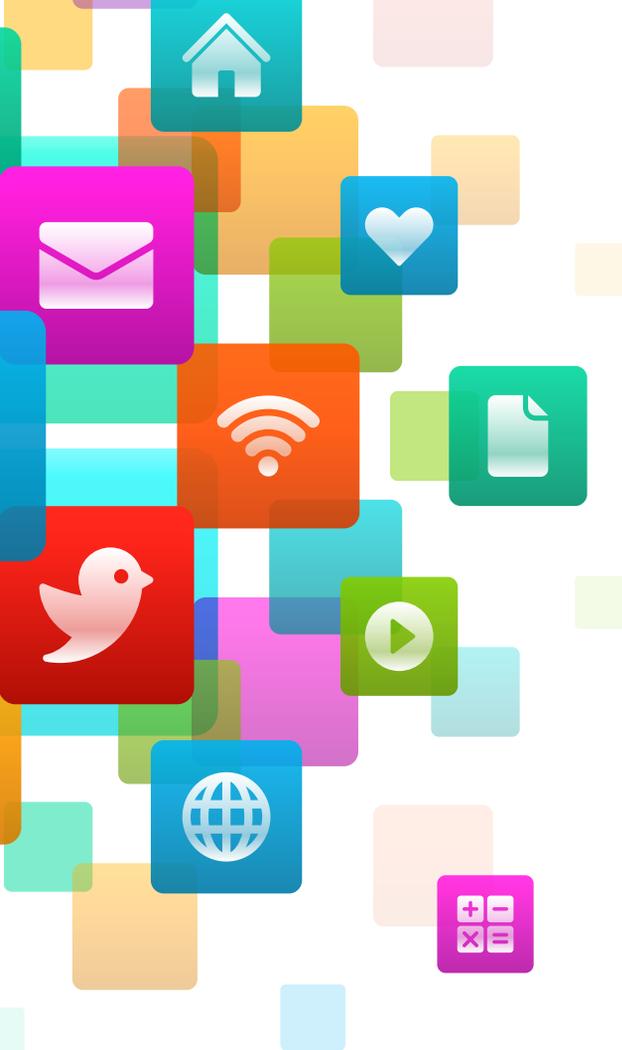
## Take a Break From the Same Old! Get Tons of New Ideas!

We know you're busy, but sometimes you need to step out of the office to be able to fully concentrate on the ins and outs of all your various projects. Here are some added benefits of getting out of the office and attending our two-day workshop:

- Network with other professionals and make new connections
- Increase your productivity and get away from all of the daily office interruptions; two days out of the office for this training will save you tons of time in the long run
- Work through some thought-provoking situations with knowledgeable, skilled trainers who will help you with a variety of real-world scenarios, both in and out of the workplace
- Gain a new perspective and insight from like-minded professionals who face a lot of the same issues as you!

**90% of 18- to 29-year-olds are actively using social media, as are 35% of adults over age 65.**

**Group Discount:** When three enroll from your organization, a fourth attends FREE!



## 5 More Reasons You'll Want to Attend

- 1. Get Up to Date on the Essentials:** Your time is valuable, and we won't waste it. You'll only learn the most relevant information at this course. You'll gain best-practice strategies that help you avoid costly mistakes and handle your job confidently and professionally.
- 2. Get New Ideas:** Get away from the office, and you'll return relaxed and recharged. Plus, you'll have a plan in hand and proven strategies for using your new skills immediately.
- 3. Network:** Meet and exchange ideas with other marketing pros. There's no denying that networking is key in today's business world. Take this opportunity to meet like-minded professionals in your area—and learn from their experiences.
- 4. Participate in Interactive Training:** Prepare for an innovative learning experience like no other. We'll capture your interest with real-world challenges. Plus, you'll participate in proven-effective exercises that are designed to increase retention and on-the-job application.
- 5. Learn From an Expert:** Ask questions and get immediate feedback from a trainer with real-world, hands-on experience with the challenges you face every day

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## Attend Unlimited Seminars for an Entire Year for One Low Price

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## Bring This Training to Your Organization

If you have multiple employees who could benefit from this training, consider bringing it on-site to your organization. On-site training is one of the most effective ways to facilitate employee development and success. **You get ...**

- **Tailored Curriculum:** We'll match the training to your organization's goals
- **Flexibility:** We'll deliver the training when and where you want
- **Consistent Learning:** Deliver the same message at the same time, creating synergy and on-the-job application
- **Expert Instructors:** Choose from more than 150 instructors to facilitate your training; watch video samples to see who fits best with your team
- **Maximum ROI:** Get all your employees the development they need in a minimal amount of time for one flat fee

Call **1-800-344-4613** or email **onsite@natsem.com** for more information.

### Enrollment Fee

**Group discount:** When three enroll from your organization, a fourth attends FREE. Group discounts apply to seminar registrations only and cannot be used for STAR12 or on-demand seminars.

**STAR12 Professional Edition—only \$499\*:** STAR12 entitles you to unlimited access to all NST seminars (retail priced \$399 or less) + Webinars, online courses and more for 12 months. Enroll today at [joinSTAR12.com](http://joinSTAR12.com).

\*Plus tax where applicable

### To Enroll ...



Register online at  
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Call toll-free **1-800-258-7246**

### Registration Information

**Our Registration Center** is open weekdays from 7 a.m. to 7 p.m. CST. Enrollments taken online 24/7.

**Check-in** begins at 8:15 a.m. on Day 1. The workshop schedule is 9 a.m. to 4 p.m. each day. Lunch is on your own.

**Cancellations and substitutions.** Cancellations received up to five working days before the seminar are refundable, minus a \$25 registration service charge. After that, cancellations are subject to the entire seminar fee, which you may apply toward a future seminar. Please note that if you don't cancel and don't attend, you are still responsible for payment. Substitutions may be made at any time.

**CEUs:** Continuing education credit may be recognized by your professional board. Contact your own board to find out what's required. You may also call us at 1-800-258-7246 for additional assistance.

**Tax deduction:** The expense of continuing education, when taken to maintain and improve professional skills, is tax deductible. Please contact your accountant for complete details.

### Workshop Schedule



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- ▶ Much more

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