

eDetroit & Founder Campus: Kickstart Your Digital Marketing Course

1. Marketing Overview

- How can I sell my biz + brand online?
- What is content marketing?
- What is visual media and why does it matter online?

2. Setting up a Strategy

- Audience analysis and resource analysis
- How to become a trusted authority
- Lean content strategy for startups
- Audience outreach and community building; short and long term goals
- The 6 values of sharable content

3. Website + Branding

- Wordpress
- Lead generation on websites
- Resources for SEO + Wordpress

4. Email Marketing

- Platforms and procedures
- How to get subscribers
- How to write kickass email copy

5. Search Marketing

- What is the difference between paid and organic search?
- Google search marketing tools walkthrough
- Local SEO tactics and tools
- Measuring & adjusting for best results

6. Social Marketing

- Facebook, Twitter, Pinterest, G+ best practices
- Developing a strategy and content guidelines
- Content partners, brand awareness, and lead lookout
- Reputation management
- Social media marketing resources

7. Blogging for Business

- How to start and maintain a blog
- Why it works and how it works best
- Types of valuable posts for customers
- Guests posts, PR awareness online
- Blogging resources

8. Premium Content

- What is it and how does it work?
- EBooks, webinars, events, video series and more

9. Q + A Sessions

- Walkthrough and repeat on any topics
- Answering specific questions for your business
- Help with any local resources available