



Social Media and Digital Marketing I & II

Category:
Management

Social Media and Digital Marketing 1

Course Outline

Course Prerequisite:
Must take both I & II

Course Length:
6 hours each for a total of 12 hours

Materials:
Included (digitally only)

Cancellation Policy:
Less than 14 days, 50% non-refundable, less than 7 days 100% non-refundable

Topics	Assignments
Introduction: Students and Instructor Introductions, Learning Goals of the Course, Format, and Expectations	Digital and social media marketing knowledge assessment
Overview of Digital Marketing	List current digital and social media channels and desired channels
Expected outcomes and definition of goals	Goal identification
Creating target personas	Complete the target persona worksheet
Branding and storytelling	Outline your brand story
Social media and influencer marketing	Social media audit worksheet
Email and mobile marketing	Email marketing planning worksheet

Minimum Number of Students:
1 (cost is per trainee)

Social Media and Digital Marketing 2

Course Outline

Maximum Number of Students:
15

Delivery:
vILT or cILT
(virtual or classroom)

Pre-work:
None

Topics	Assignments
Marketing on Facebook, LinkedIn, Instagram, TikTok, YouTube, and NextDoor	Social media content plan
Digital advertising	SEO research
SEO, Website Optimization, and SEM	Website evaluation Digital advertising checklist
Tools for digital marketing and content creation	Content creation folder
Analytics	Goal and measurement alignment worksheet
Completing the feedback loop	Google Analytics Basic Training

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