



Nicole J Tongue

📍 428 Main Street | Medfield | MA 02052

✉️ nicole@invoke-media.com

📞 (617) 606-1448



BUILDING BELIEVABLE BRANDS A comprehensive digital marketing course

Digital marketing is the term used to cover the broad range of creative and technical possibilities available in building online marketing campaigns. I am **passionate** about helping small business owners take control of their critical asset, their online digital footprint, to increase visibility and generate quality leads. My **goal** is to help you break new ground in digital marketing, by building a believable brand.

I believe all digital marketing initiatives must be thoughtful and creative – while delivering **measurable results**. I am highly experienced across all traditional marketing channels; however, my specialty lies in **inbound marketing initiatives** to take you from middle-of-the-road to marvelous!

This course is designed to pave the road toward helping you develop strategic partnerships with existing and prospective clients while creating unprecedented **consumer loyalty**. Whether you need to launch a new brand, reputation management, or a **comprehensive digital marketing** strategy, this course is for you!

Course attendees will receive a comprehensive digital marketing plan hand-out.

YOUR 4 WEEK SEMINAR CLASS OUTLINE

- WEEK 1: Use search engine optimization (SEO) to increase website visits
- WEEK 2: Create effective email marketing and paid advertising campaigns
- WEEK 3: Increase the impact of social media with custom ads for audience engagement
- WEEK 4: Creating a strategic social media campaign and editorial calendar

WEEK 1 | SEO

We are going to cover the best white hat techniques for Search Engine Optimization (SEO). The term "white hat SEO" refers to SEO tactics that are in line with the terms and conditions of the major search engines, including Google. White hat techniques for SEO include organic and Pay Per Click (PPC) initiatives.

- Create an actual website page/post and ensure that all 8 elements required to meet Google's algorithms are met.
- Embed a tracking-ID number and Google dashboard into your own website to monitor site visitors.
- Set up a PPC campaign utilizing key words.

WEEK 2 | Email Marketing

Learn how to create eye-catching email templates for distribution of newsletters, promotions, or any content you may wish to share.

- What content to include in an email to make it most effective.
- How to set up and operate a MailChimp account.
- Embedding a newsletter sign-up form on your website.
- Managing email lists.
- Tracking email productivity.

WEEK 3 | Social Media Custom Ads

Nothing gets the attention of your target market that an ad customized specifically to their need. Discover the creative genius in you using an amazing online tool.

- Selecting the right content/message for your custom ad.
- Creating custom ads using Canva.com.
- Use of hashtags, hyperlinks, and @callouts to enhance ad exposure.

WEEK 4 | Creating a Social Media Campaign

So far you have learned how to optimize your website, setting up your online database through email capture, and drawing in your target market through custom ads. The grand finale to your 4-week course will discuss ways to pull this all together into an effective social media strategy.

- Develop a “theme based” campaign with ONE intended result.
- Creating a storyline to your campaign.
- Using SproutSocial to set up 30-day calendars.
- Use of hashtags, hyperlinks, and @callouts to enhance ad exposure.
- Designing landing pages with specific Calls to Action (CTA) for online conversions.

Course Cost

- \$250.00 individual class
- \$900.00 | entire 4-week course