

DIGITAL ASSETS

A 6 WEEK TRAINING COURSE TO OWN YOUR DIGITAL
FOOTPRINT AND PLAN YOUR NEXT CAMPAIGN

BY FINDROBBIENOW




FT: STOEHR MARKETING

CLIENT: WIDE-AWAKE GEEK

WITH: CITY OF MARYSVILLE



INTRODUCTION

01.	02.	03.
<p>Our goal is to educate local community entrepreneurs and business owners of the tools and resources available to them to own their digital footprint and beyond.</p> 	<p>Each session, participants will leave with tangible results and homework to see immediate success utilizing lessons demonstrated.</p> 	<p>By the end of the program, each participant will have an experienced knowledge to continue growing their presence in the community OR what to expect when hiring local talent to execute marketing tasks.</p> 

THE FIRST FOUR



Session 1: Housekeeping
This session, participants will leave owning: a domain, a business email and the beginning of a local contact list.



Session 2: Education
This session, participants will have a clear grasp of what a "Marketing Campaign" consists of and the plan to build their own.





Session 3: Planning
This session, participants will leave with a clear roadmap of their first organized Campaign to deploy on any platform they choose.



Session 4: Building
This session, participants will leave with a scheduled Facebook and Instagram campaign of 5-6 posts and the knowledge to repeat the process.

Session 4 will feature local Social Media Marketing Expert: Stephanie Stoehr

EXECUTION AND ANALYSIS

 Session 05	 Session 06																
<table><thead><tr><th data-bbox="396 851 846 896">EXECUTION GOALS</th><th data-bbox="1112 851 1386 896">QUESTIONS</th></tr></thead><tbody><tr><td data-bbox="426 977 836 1127">Established your brand in the digital space</td><td data-bbox="1046 977 1452 1127">Do you feel like you can repeat this process</td></tr><tr><td data-bbox="439 1196 823 1296">Email Marketing Campaign Launch</td><td data-bbox="1046 1183 1452 1333">Are you familiar with FB & IG Stories</td></tr><tr><td data-bbox="439 1356 823 1506">Established presence in the community</td><td data-bbox="1046 1375 1452 1525">How consistant should campaigns planning change</td></tr></tbody></table>	EXECUTION GOALS	QUESTIONS	Established your brand in the digital space	Do you feel like you can repeat this process	Email Marketing Campaign Launch	Are you familiar with FB & IG Stories	Established presence in the community	How consistant should campaigns planning change	<table><thead><tr><th data-bbox="1895 851 2142 896">ANALYSIS</th><th data-bbox="2528 851 2802 896">QUESTIONS</th></tr></thead><tbody><tr><td data-bbox="1842 977 2195 1071">Where to find your analytics</td><td data-bbox="2475 953 2855 1159">Demonstrate to the instructor how to schedule a post</td></tr><tr><td data-bbox="1835 1164 2242 1258">How to read your analytics</td><td data-bbox="2535 1215 2795 1365">Start next Campaign brainstorm</td></tr><tr><td data-bbox="1829 1356 2215 1450">What we learned from analytics</td><td data-bbox="2485 1431 2845 1478">Q & A / Review</td></tr></tbody></table>	ANALYSIS	QUESTIONS	Where to find your analytics	Demonstrate to the instructor how to schedule a post	How to read your analytics	Start next Campaign brainstorm	What we learned from analytics	Q & A / Review
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THE ELEVENTH HOUR



Part 1: Greetings

Welcome participants back with snacks and refreshments provided by hosting facility.



Part 2: Do one, teach one

Participants will demonstrate where to locate analytics on their social media platforms.



Part 3: Discussion & Review

Participants will volunteer results of analytics and demographic information and discuss how to adjust campaigns based on results.



Part 4: Congratulate & Encourage

Participants will be awarded an additional \$250 credit for "Paid Ads" on their social media platforms and design a "Pin Drop" audience.

*Results will vary based on level of engagement outside initial classroom hours. Participants will bear personal responsibility to continue individual content calendar for themselves or with a third party.

THANK YOU!

Your Next Steps

Continue Campaign planning and execute.

If you have any questions about our material or would like us to help you with your next small business lesson please schedule accordingly.

Your support of small business is what makes our community continue to thrive.

Let's Keep in Touch

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