

# Digital Marketing Workshop – 20 October 2022

## Descriptions v1

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### OVERVIEW

The team at Digital Drive County Durham is delighted to invite you personally to its next Digital Marketing 1-Day Workshop with a new format and learning experience called *'Rethink & Relaunch'*.

Designed by our programme lead trainer Pascal Fintoni who will be delivering three interactive 2-hour sessions on the 20<sup>th</sup> of October, you will be able to choose to attend all 3, or 2 or just the 1 session that is exactly what you are looking for:

***Session 1. Digital Marketing Strategy That Works*** - learn how to build your own 30-day action plan and attract more customers

***Session 2. Help, I Have A Website and I Need More Traffic*** - learn how to create better website content faster for SEO, Social Media and Online PR

***Session 3. Live Video Marketing For Shy People*** - learn how to use webinars, virtual sales meetings and live streaming to grow your business

No matter your decision, you can be sure that you will leave thinking differently about digital marketing and you will be ready to launch your next campaign with renewed confidence.

## DETAILED

***Session 1. Digital Marketing Strategy That Works*** - learn how to build your own 30-day action plan and attract more customers.

### ***Who is it for?***

All levels – from decision makers who are new to digital marketing to practitioners in need of a fresher perspective.

### ***What will I learn?***

The structure and the tactics to create a practical 30-day digital marketing plan that is easy to implement, repeatable and highly enjoyable! Using his favourite 'Rule Of 3' Pascal will guide you through the following interactive modules:

***Part 1. Rediscover Digital Marketing*** - A 'scene setting' module about the 3 key elements of your digital marketing action plan and strategy for 2022: *Visibility-Credibility-Interactivity*®

***Part 2. Visibility: The Art Of Conversation*** – A practical session about the '3 essential actions' to increase your reach and attract the right customers: *The Investigation – The Expert Series – The Guest Marketer*®

***Part 3. Credibility: Because Trust Is Earned*** – We will look at the next set of '3 essential actions' to get more results from your website and social media: *The Visual Story – The Content Calendar – The 4 Ms Of Trust*®

***Part 4. Interactivity: The End Is The Beginning*** – The final '3 essential actions' to convert enquirers into customers and champions using *The Specials – The Open Q&As – The Deep Dive Series*®

***Part 5. Your 30-Day Digital Marketing Action Plan*** – We will discuss how to prioritise the various tasks to help you complete the design of your new Action Plan. Pascal will also answer all questions about any aspects of using digital technologies to grow your business.

Hope to see you there!

***Session 2. Help, I Have A Website and I Need More Traffic*** - learn how to create better website content faster for SEO, Social Media and Online PR.

***Who is it for?***

All levels – anyone responsible for updating their website content and looking for new ideas to enjoy online content creation and get more online visitors.

***What will I learn?***

The techniques and templates you will need to create content for website on a regular basis and how to use the rules of SEO and social media to your advantage.

***Part 1. The Truth About Website Content and Website Traffic*** – A scene setting module about the ‘3 Cs’ of website content creation and the importance of content for word-of-mouth marketing.

***Part 2 – Content Creation Essentials*** – A practical session on the ‘4 Essential Blog Posts’ to attract the right audience and a reminder of the tools and templates you will need.

***Part 3 – The SEO Content Toolkit*** – A practical session on the ‘3 Logical SEO Tools’ to come up with great content ideas and become a guest blogger.

***Part 4 – The Social Media Content Toolkit*** – Another practical session about how to repurpose your social media content into amazing monthly website round-up articles.

***Part 5 – Finding Your Online Content Voice + Q&A*** – A final session looking at the ‘7 Online Voices’ and helping re-discover your true voice as a content creator.

Hope to see you there!

**Session 3. Live Video Marketing For Shy People** - learn how to use webinars, virtual sales meetings and live streaming to grow your business.

**Who is it for?**

All levels – whether you are completely new to live video or have just started and would welcome some expert advice on the next steps, whilst keeping it fun!

**What will I learn?**

The tactics and tech you will need to plan and produce your live sessions on social media, Zoom, Microsoft Teams and all webinar platforms.

Importantly, we will look at the different ways you can take advantage of live conversations and add value to your existing digital marketing activities.

**Part 1 – The ‘Going Live’ Revolution Is Here!** – A scene-setting module looking at the rise in live content consumption and the many options available to you.

**Part 2 – The ‘Going Live’ Streaming Formula** – A practical session focused on the steps to create valuable content using the 4 Rs formula: *Research – Rehearse – Record – Repurpose*®

**Part 3 – Your Live Streaming Series** – An interactive session to help you develop content ideas for your live sessions and decide which series format is best for you.

**Part 4 – Your Live Producer Toolkit** – Let’s talk about the kit you will need from low budget options to the pro tech you may want to add on your Christmas list!

**Part 5 – Your Questions** – We will close the masterclass with your questions answered live by Pascal Fintoni who will also give you his ONE advice for 2022-23.

Hope to see you there!