



Helping B2B professionals & organisations 'show up' online effectively.



# Digital Marketing 101 for B2B

THE ONLINE DIGITAL ACADEMY

**BECAUSE...BUSINESS IS DIGITAL**

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## FAST FACTS ABOUT YOUR TRAINERS

- Global trainers & speakers
- Trained Fortune 500 companies
- Big agency experience
- Digital agency owner
- CIM course directors
- Ex Google facilitator
- 5 x published Author

**Experienced professional CIM Marketers with global digital experience**

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## Digital Marketing 101 for B2B Professionals

This online training course offers a concise, yet highly comprehensive overview of the current practicalities of digital marketing. Covering 10 key areas, this is an ideal starting point for sales and marketing teams across organisations to align understanding of what's possible and available to engage with.

### We offer real-world instructional expertise.

Your instructors are respected industry experts who have years of experience in their field.

### We understand your industry.

Your instructors are practitioners within the B2B space so they are continuously tapped into what works and what doesn't. They understand the challenges faced by B2B organisations, sales and marketing teams.

## WHAT'S INCLUDED IN THE COURSE?

- 10 course video modules
- Mobile & desktop access
- Key resources – such as jargon busters, links to articles & PDF downloads
- Digital toolkits – full of useful digital marketing tools
- Templates – to use when planning digital marketing activity
- Exercises – to complete at the end of every module to develop and put learning into practice
- Quizzes – to test knowledge
- Backend course analytics – to track team progress

# MODULE 1

## The Digital Marketing Landscape

Over 50% of the world's population is now connected to the internet.

Understand the digital marketing landscape and the latest digital stats and facts.

- Digital stats and facts
- Impact of mobile
- Consumer behaviour and expectation
- What this means for B2B teams

# MODULE 2

## The Customer Journey

The all-important Customer Journey and why it's critical to understand your customer and the digital journey they take with you.

- The changing customer journey
- Channels and the consideration funnel - what fits where
- The changing balance between marketing and sales
- Customer Persona Mapping
- Analytics and channel audience insights

# MODULE 3

## POEM - Paid, Owned & Earned Media

Key digital marketing jargon and the different aspects of Paid, Owned and Earned Media.

- What is Paid media and where it fits
- What is owned media and where it fits
- What is earned media and where it fits
- How these critical aspects all support one another

# MODULE 4

## Social Media

Optimise this powerful channel for your organisation - considering organic and paid social - and how to utilise the most popular B2B social media platform, LinkedIn.

- Brand channels
- Where social media fits
- Organic & Paid Social
- Social selling
- LinkedIn as a business development resource
- Social analytics

# MODULE 5

## Search (SEO & PPC)

On average B2B researchers do 12 searches prior to engaging on a specific brand's website. Understand the power of Search for B2B.

- B2B Search facts and stats
- PPC & SEO - what's the difference
- Understanding SERPS
- Top SEO Ranking Factors

# MODULE 6

## Content Marketing

Content plays an important role in the customer journey. Understand the different types of content that are applicable throughout the B2B marketing funnel.

- The role content plays throughout the funnel
- Matching content to funnel activity
- Mapping your content and striking a balance
- Being useful and informative to your audiences

## MODULE 7

### Email Marketing

The third most influential source of information for B2B audiences.

Make email work SMARTER through the use of automation.

- B2B Email facts and stats
- What is marketing automation
- Marketing automation throughout the consideration funnel
- Engagement and Opt in tactics

## MODULE 8

### Paid Media

Paid online advertising can give your organisation highly targeted reach and exposure in a cluttered digital world.

Understand advanced targeting, creative and measurement options now available.

- What is paid media and where it fits
- Pixels and tracking and why they're important assets
- Top performing social media ad types for B2B organisations
- Understanding performance

## MODULE 9

### Measurement & KPIs

Only half of B2B marketers are using data to inform business decisions. Understand why it's important to make sure you have strong measurement foundations in place.

- Key metrics throughout the funnel
- Setting KPIs and tracking performance
- Web analytics
- Data driven marketing

## MODULE 10

### Digital Strategy

Be objectively driven, align activities with organisational goals and have a clear purpose and focus for each of the activities within your Digital Marketing Strategy.

- B2B Digital Strategy Fact and Stats
- Digital across the marketing funnel
- 5 Step Strategy Planning Model
- A typical digital strategy outline

**CONTACT US TO FIND OUT MORE ABOUT ONBOARDING YOUR TEAM:**

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