



**Schulich**  
School of Business  
Executive Education Centre

# Digital Marketing Strategies for Business Growth

*Reach customers and buyers online when they start the buying process and engage them on their own terms with the information they need to make a purchase decision.*

*Quickly revitalize and transform your business with digital marketing!*

Participants will learn a **disciplined, step-by-step approach to digital marketing concepts, processes and best practices** through the use of a wide range of **customizable tools and templates**, including a search engine optimization guide, buyer persona development worksheet, buying cycle worksheet, monthly marketing report worksheet, and more!



Register for an Upcoming Session:

October 28 - 30, 2019

May 11 - 13, 2020

What Participants Say About Other SEEC Marketing Programs:

*"Within the first few hours I already had tangible items to bring back to my organization for implementation."*

**Angela Tsiampas,**  
Senior Manager,  
Marketing,  
Rapport Credit Union

*"This is my first time taking a course at Schulich, and I am very impressed with the quality of material and expertise of the professor."*

**Anupa Simon,**  
Marketing Manager,  
MAD Elevator Inc.

*"Great instructors and relevant content! Lots of practical examples that can be directly applied."*

**Kristen Rocca,**  
Management Trainee,  
ShawCor

*"Excellent experience with practical learning guided by an outstanding instructor."*

**Richard Cook,**  
President,  
Genfoot Inc.

Register Today / Complete Details

<http://seec.online/12381>



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# Digital Marketing Strategies for Business Growth

Increase lead velocity and generate more sales qualified opportunities!

A total approach to the design and implementation of a digital marketing program that will drive bottom-line results.

As technology shifts, digital marketing strategies can **guide a long-term approach to doing business in a human and helpful way**: a better way to market, a better way to sell, and a better way to serve your customers and grow your business in a sustainable way.

This digital marketing strategy program will teach participants how to **attract qualified prospects by building trust and credibility for their business**. Students will learn techniques to leverage digital channels for ongoing client relationship development, such as **creating relevant and helpful online content** that addresses the questions, problems and needs of their ideal customers; and how to **effectively engage and delight buyers and prospects** by becoming an empathetic adviser and trusted expert.

## Top Take-Aways

1. Accelerate your sales velocity and grow your sales pipeline online
2. Discover who your ideal buyers are, what they are looking for and how to attract them
3. Determine the information to gather from your contacts and how to get it
4. Explore how you can create remarkable content targeted to your ideal buyers
5. Develop effective and meaningful dialogue with your best customers that keeps out the competition
6. Attract people to your website and have them become customers without ever needing to speak to a salesperson
7. Effectively use social media for your business to engage your customers
8. Develop and sustain effective business blog articles tailored to your buyers' needs

9. Develop the focus and direction your business needs to become a thought leader in your industry
10. The role of marketing analytics and its importance for measuring success

## Who Should Attend

This program is ideal for business owners, marketing, PR or communications professionals, and sales/business development professionals who want to:

- Drive bottom line results and improve ROI
- Generate greater brand visibility, awareness and engagement with the right target audience
- Stand out from the competition by creating and reinforcing relevant content
- Increase lead velocity and generate more sales qualified opportunities

## Overview of Learning

### Why Digital Marketing is Important in Driving Bottom Line Results

- Introduction and overview

### Putting Your Business on the Map

- Website must haves
- To SEO, or not? Why SEO still matters
- What buyers do you want to attract? (buyer personas/buyer's journey)
- Business blogging – made easy!
- Developing premium content (ebooks, whitepapers, checklists; top, middle and bottom of the funnel)

### Lead Generation and Lead Nurturing Best Practices

- Convert prospects into leads
- Developing lead conversion forms – what information do you want to gather from your contacts
- Effective email marketing for your business
- Effective social media for your business
- Automate your conversations with your best leads and customers

### Review and Evaluate Your Results

- Monthly/quarterly/annual marketing audit
- What worked/what didn't work/what do you do about it?

### Work on your own plan!

At each stage of the program participants are encouraged to work on developing customized digital marketing plans and tactics that can be used immediately back at the office.

#### Dates & Locations:

**October 28 - 30, 2019**  
Executive Learning Centre

**May 11 - 13, 2020**  
Miles S. Nadal Management Centre

#### Registration Fee:

\$2,950 + applicable taxes

#### Registration Details:

- Tuition includes teaching materials, lunches and refreshments, but not accommodations
- A corporate rate is available at partner hotels
- Programs run from 9:00 a.m. to 4:30 p.m.
- Modules, speakers, topics, dates, fees, and locations are subject to change
- Complete registration details at [seec.online/FAQ](http://seec.online/FAQ)

**Get the whole picture.**  
Preview complete course content and instructor bio online.

**Complete Details / Register Today**

<http://seec.online/12381>

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